

Community Attitude and Interest Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The City of Bloomington conducted a Community Attitude and Interest Survey during November and December of 2006 to help establish priorities for the future development of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Bloomington. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Bloomington officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In November 2006, surveys were mailed to a random sample of 2,500 households in the City of Bloomington. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone, either to encourage completion of the mailed survey or to administer the survey by phone.

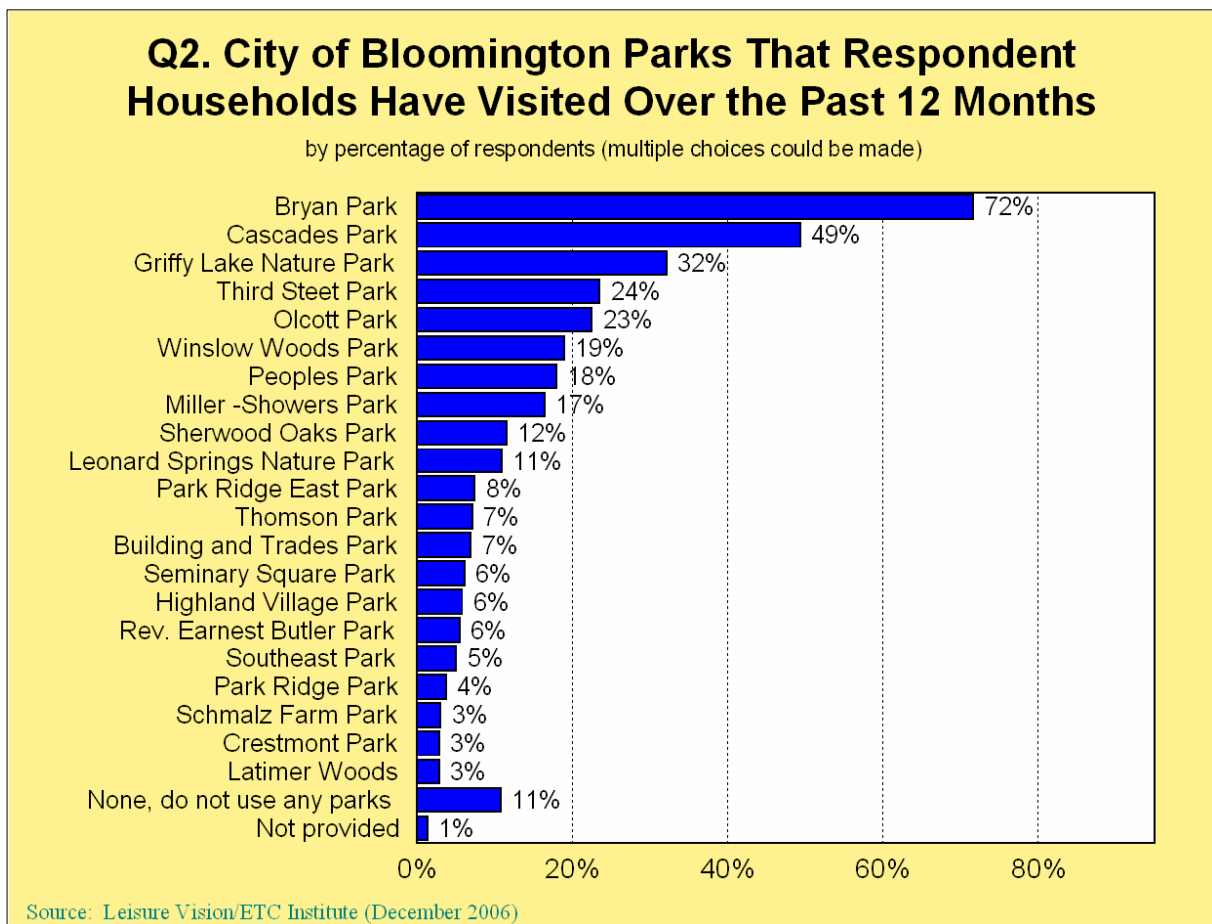
The goal was to obtain a total of at least 600 completed surveys. This goal was exceeded, with a total of 611 surveys having been completed. The results of the random sample of 611 households have a 95% level of confidence with a precision of at least +/-4.0%.

The following pages summarize major survey findings:

Visitation of Parks During the Past Year

From a list of 21 City of Bloomington parks, respondents were asked to indicate all of the ones they and members of their household have used during the past year. The following summarizes key findings:

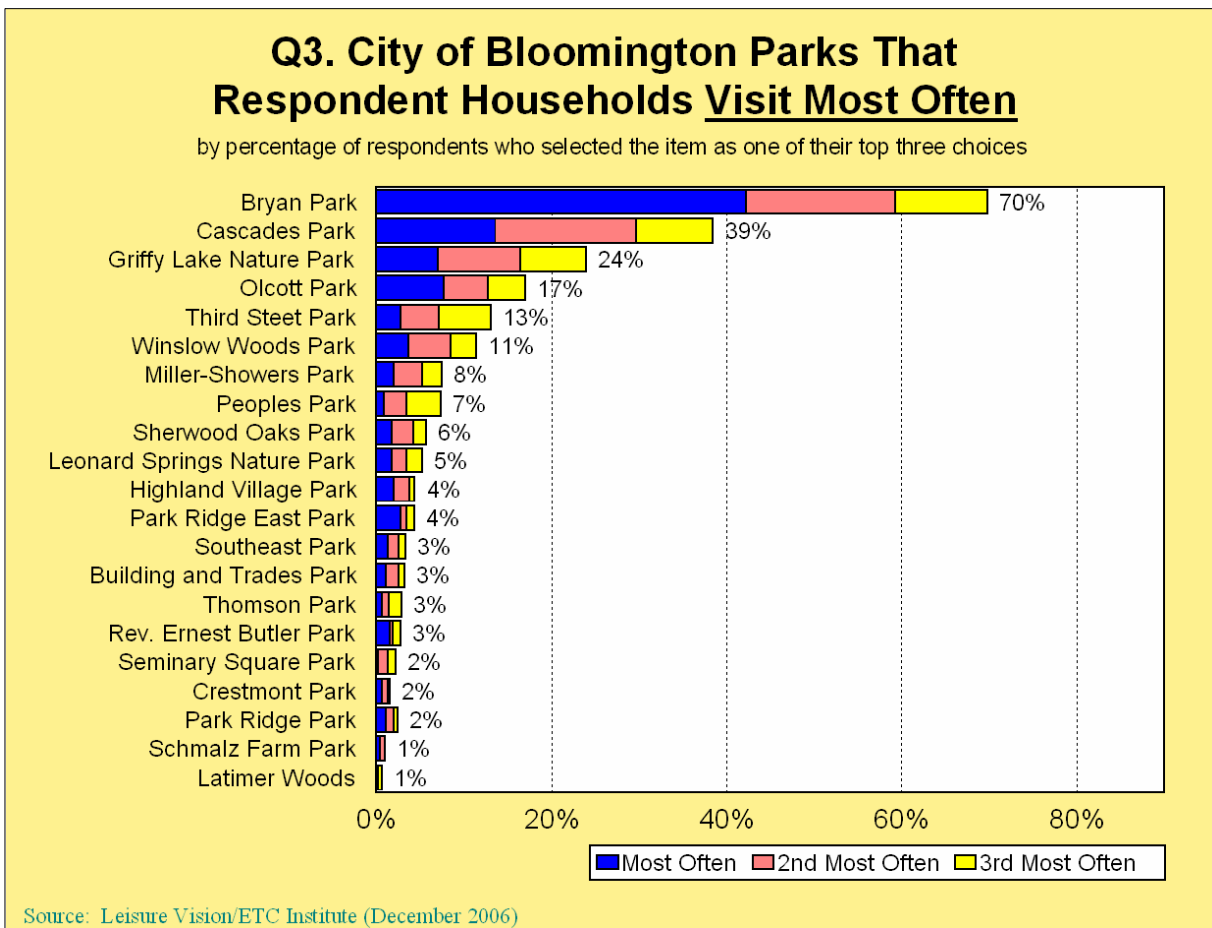
- **Bryan Park (72%) is the park that the highest percentage of respondent households have used during the past year.** The other parks used by the highest percentage of respondent households include: Cascades Park (49%), Griffy Lake Nature Park (32%), Third Street Park (24%) and Olcott Park (23%). In addition, 88% of respondent households have used at least one of these 21 parks during the past 12 months.



Parks Visited Most Often

From the list of 21 City of Bloomington parks, respondents were asked to select the three parks their household has visited the most during the past year. The following summarizes key findings:

- **Based on the sum of their top 3 choices, the parks that respondent households have visited most often are: Bryan Park (70%), Cascades Park (39%), and Griffy Lake Nature Park (24%).** It should also be noted that Bryan Park had by a wide margin the highest percentage of respondents select it as their first choice as the park they visit most often.



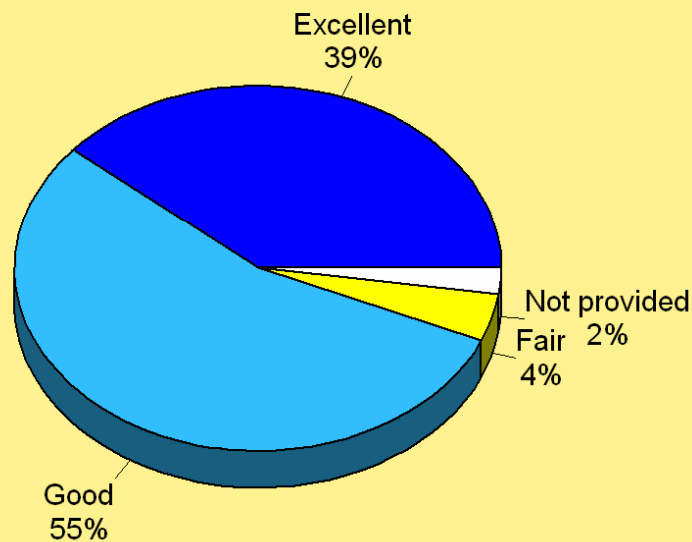
Physical Condition of Parks

Respondent households that have visited City of Bloomington parks during the past year were asked to rate the physical condition of all the parks they have visited. The following summarizes key findings:

- **Of the 88% of respondents that have visited parks during the past year, 96% rated the physical condition of all the parks they have visited as either excellent (39%) or good (55%).** An additional 4% of respondents rated the parks as fair, and less than 1% rated them as poor.

Q4. Respondents Rating of the Overall Physical Condition of ALL the City of Bloomington Parks Visited

by percentage of respondent households that have visited Bloomington parks in the past 12 months



Source: Leisure Vision/ETC Institute (December 2006)

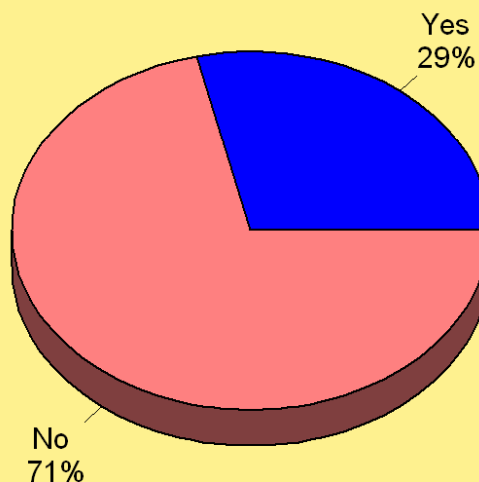
Participation in Parks and Recreation Department Programs

Respondents were asked if they or other members of their household have participated in any recreation or sports programs offered by the City of Bloomington Parks and Recreation Department during the past 12 months. The following summarizes key findings:

- **Twenty-nine percent (29%) of respondent households have participated in programs offered by the City of Bloomington Parks and Recreation Department during the past year.**

Q5. Have Respondent Households Participated in Any Recreation or Sports Programs Offered by the City of Bloomington Parks and Recreation Department During the Past 12 Months

by percentage of respondents

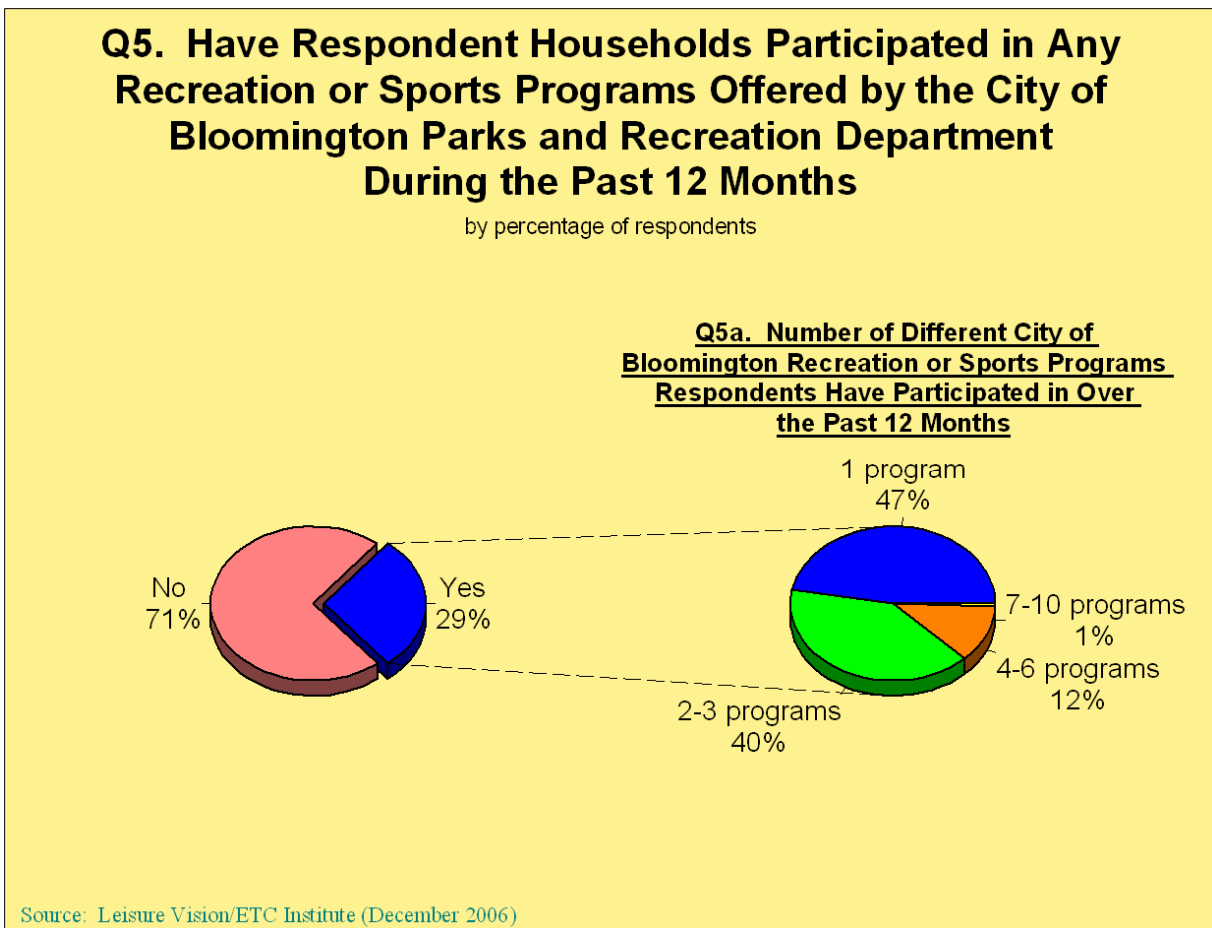


Source: Leisure Vision/ETC Institute (December 2006)

Participation in Different Recreation or Sports Programs

Respondent households that have participated in recreation or sports programs offered by the Bloomington Parks and Recreation Department during the past 12 months were asked to indicate how many different programs they have participated in during that time. The following summarizes key findings:

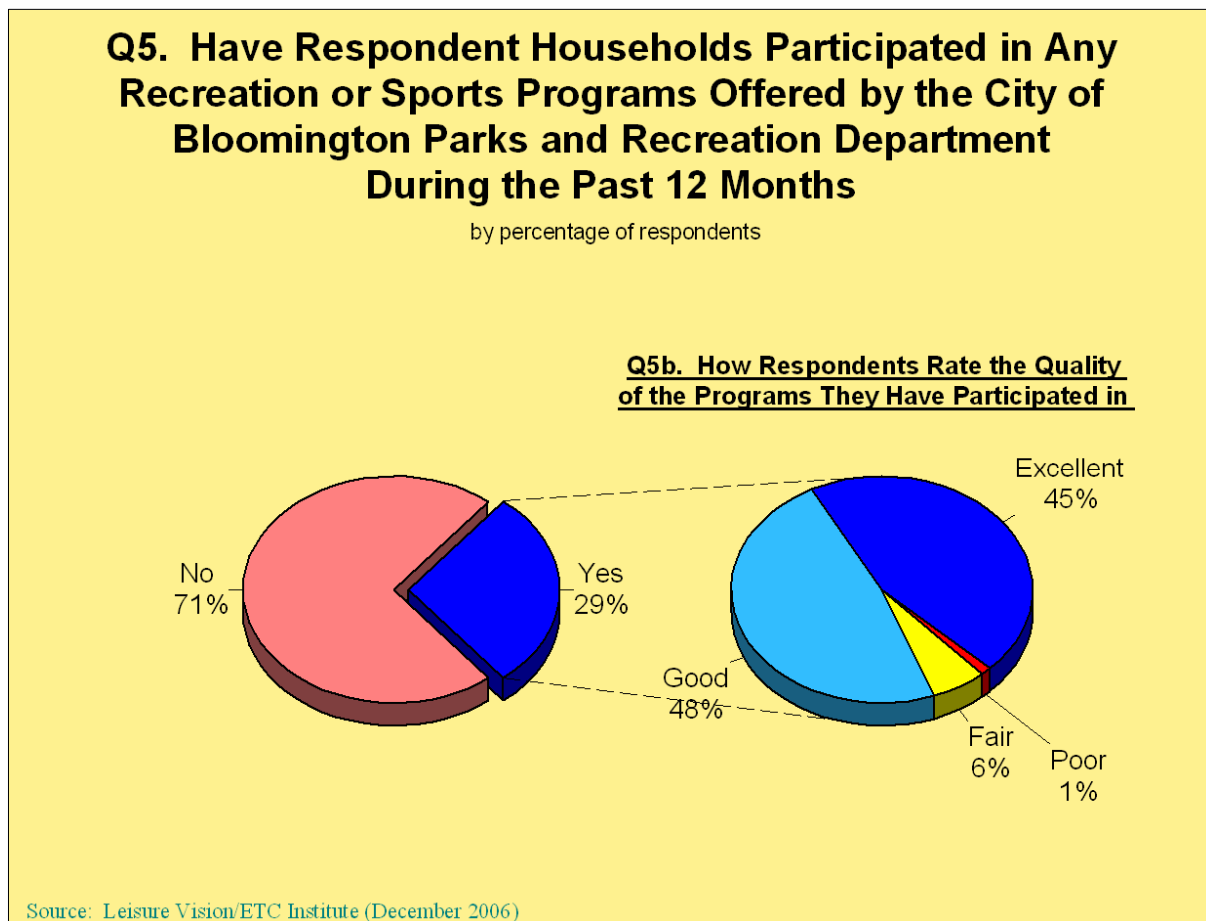
- **Of the 29% of respondents that have participated in City of Bloomington Parks and Recreation Department programs during the past 12 months, 53% have participated in at least two different programs during that time.**



Quality of Recreation and Sports Programs

Respondent households that have participated in recreation programs offered by the Bloomington Parks and Recreation Department during the past 12 months were asked to rate the quality of the programs they have participated in. The following summarizes key findings:

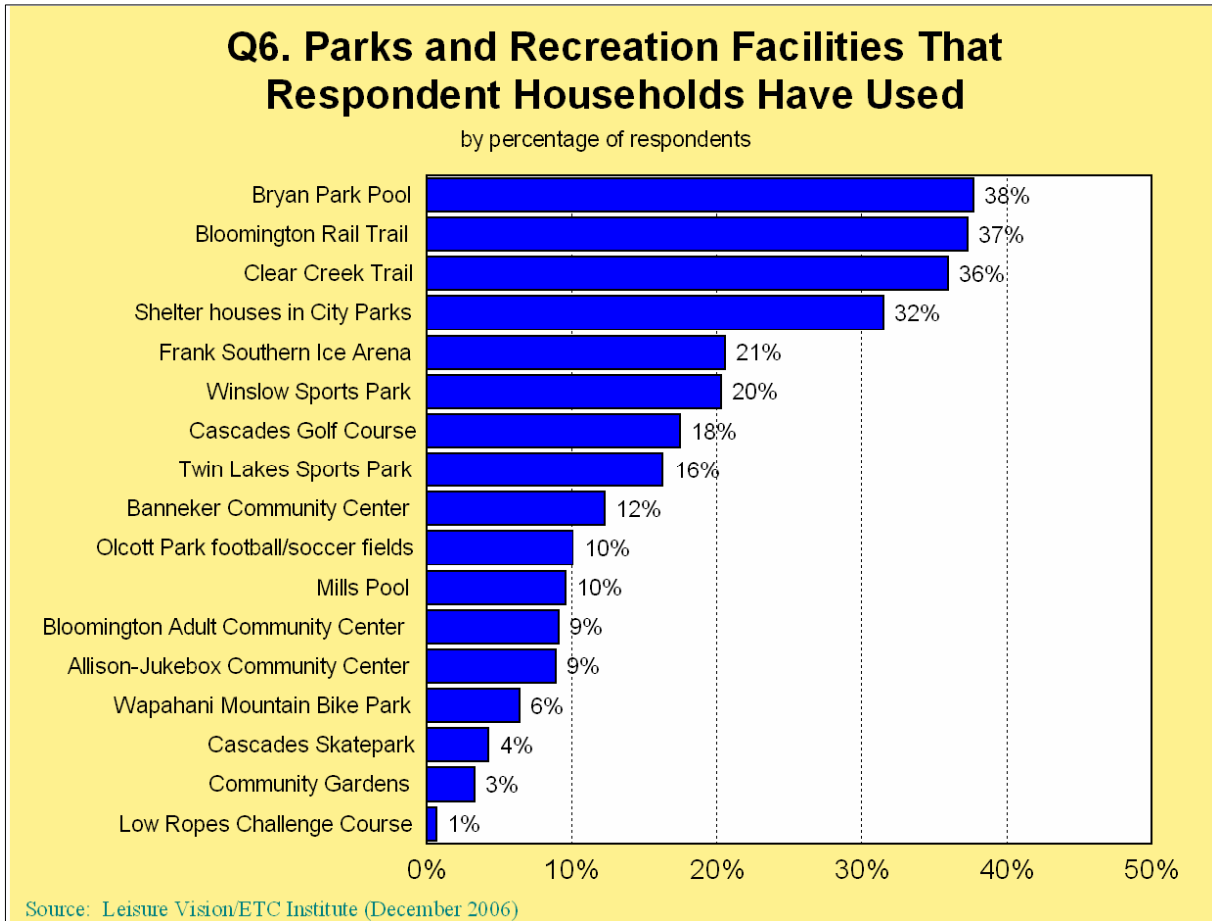
- **Of the 29% of respondents that have participated in Bloomington Parks and Recreation Department programs during the past 12 months, 93% rated the programs as excellent (45%) or good (48%).** In addition, 6% of respondents rated the programs as fair, and only 1% rated them as poor.



Use of Parks and Recreation Facilities

From a list of 17 various parks and recreation facilities, respondents were asked to indicate which ones they and members of their household have used. The following summarizes key findings:

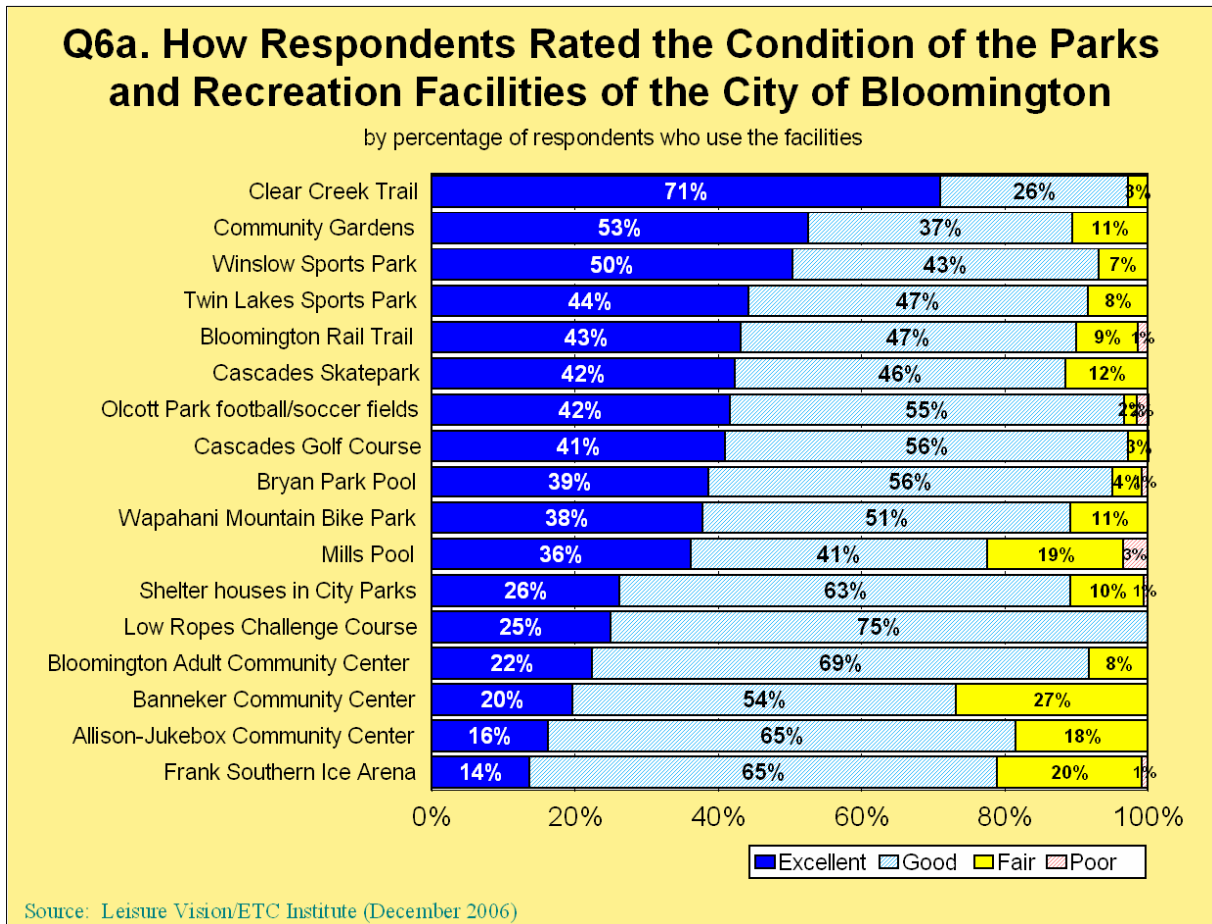
- **The parks and recreation facilities that have been used by the highest percentage of respondents are: Bryan Park Pool (38%), Bloomington Rail Trail (37%), Clear Creek Trail (36%), and shelter houses in City parks (32%).**



Rating the Condition of the Parks and Recreation Facilities Respondents Use

From the list of 17 parks and recreation facilities, respondents were asked to rate the condition of all the facilities they have used. The following summarizes key findings:

- Three of the 17 facilities had at least 50% of respondents rate their condition as excellent: Clear Creek Trail (71%), Community Gardens (52%) and Winslow Sports Park (50%). It should also be noted that all 17 facilities had over 70% of respondents rate them as being either excellent or

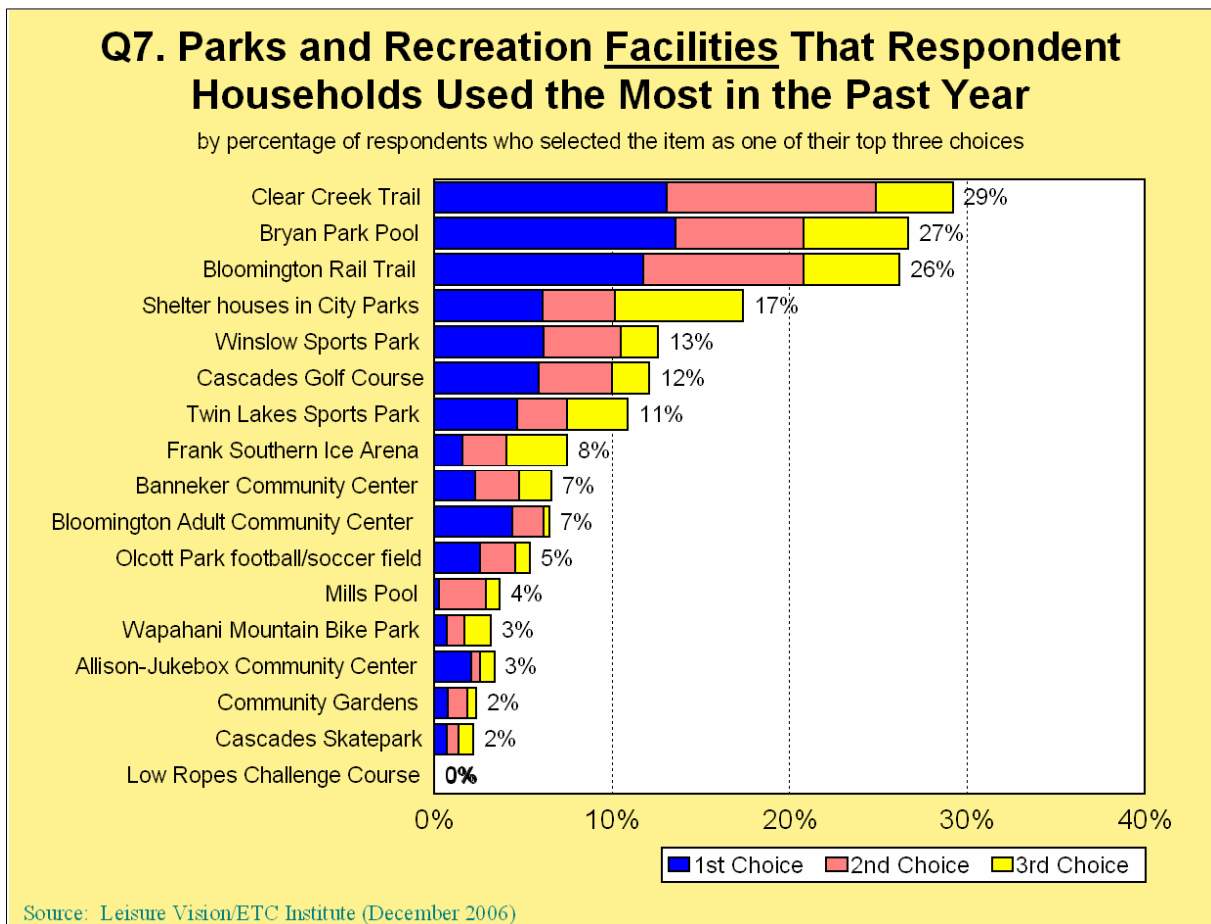


good.

Parks and Recreation Facilities Respondents Have Used the Most

From the list of 25 parks and recreation facilities, respondents were asked to select the three facilities their household has used the most during the past year. The following summarizes key findings:

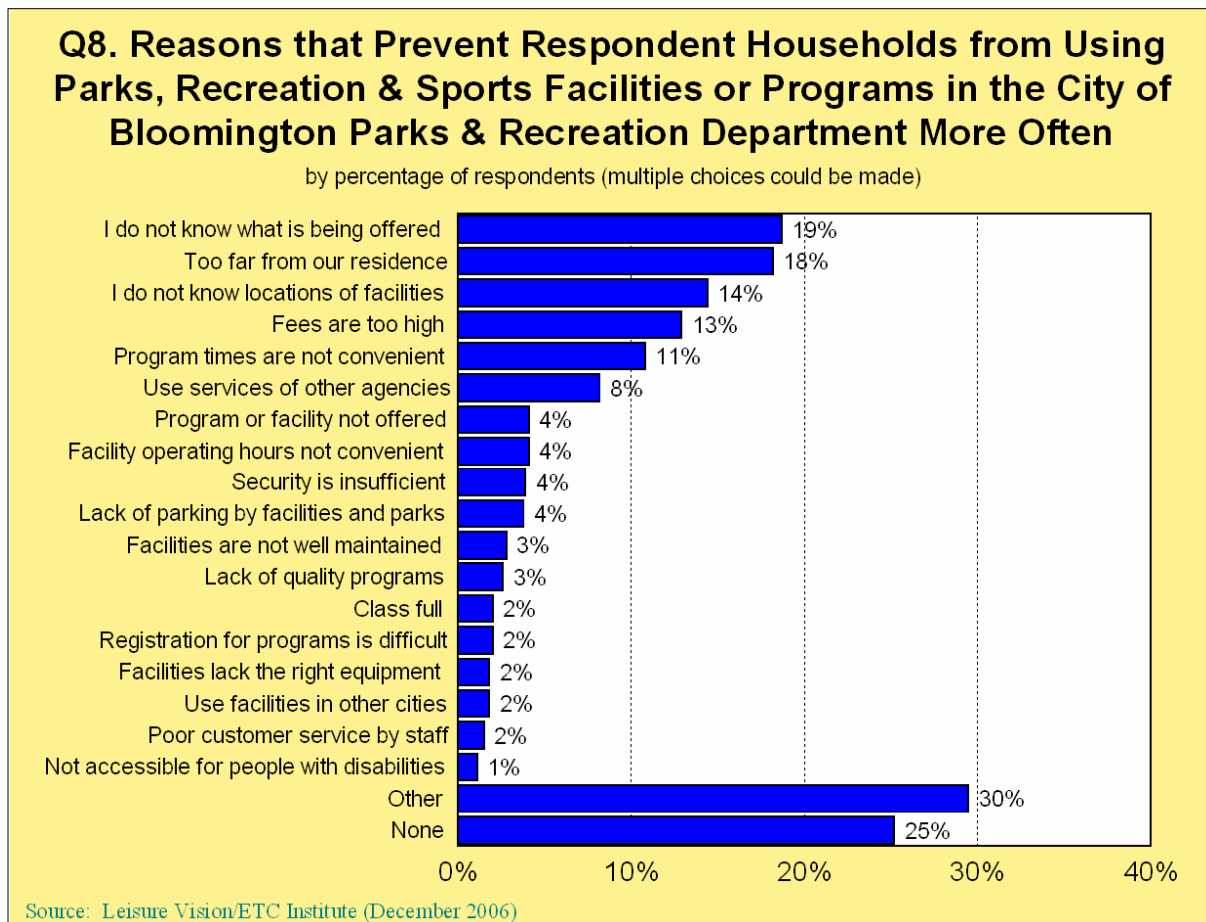
- **Based on the sum of their top 3 choices, the facilities that respondent households have used the most are: Clear Creek Trail (29%), Bryan Park Pool (27%), and Bloomington Rail Trail (26%).** It should also be noted that Bryan Park Pool had the highest percentage of respondents select it as their first choice as the facility they have used the most during the past year.



Reasons Preventing the Use of Parks, Facilities and Programs More Often

From a list of 18 reasons, respondents were asked to select all of the ones that prevent them and members of their household from using parks, recreation and sports facilities or programs of the City of Bloomington Parks and Recreation Department more often. The following summarizes key findings:

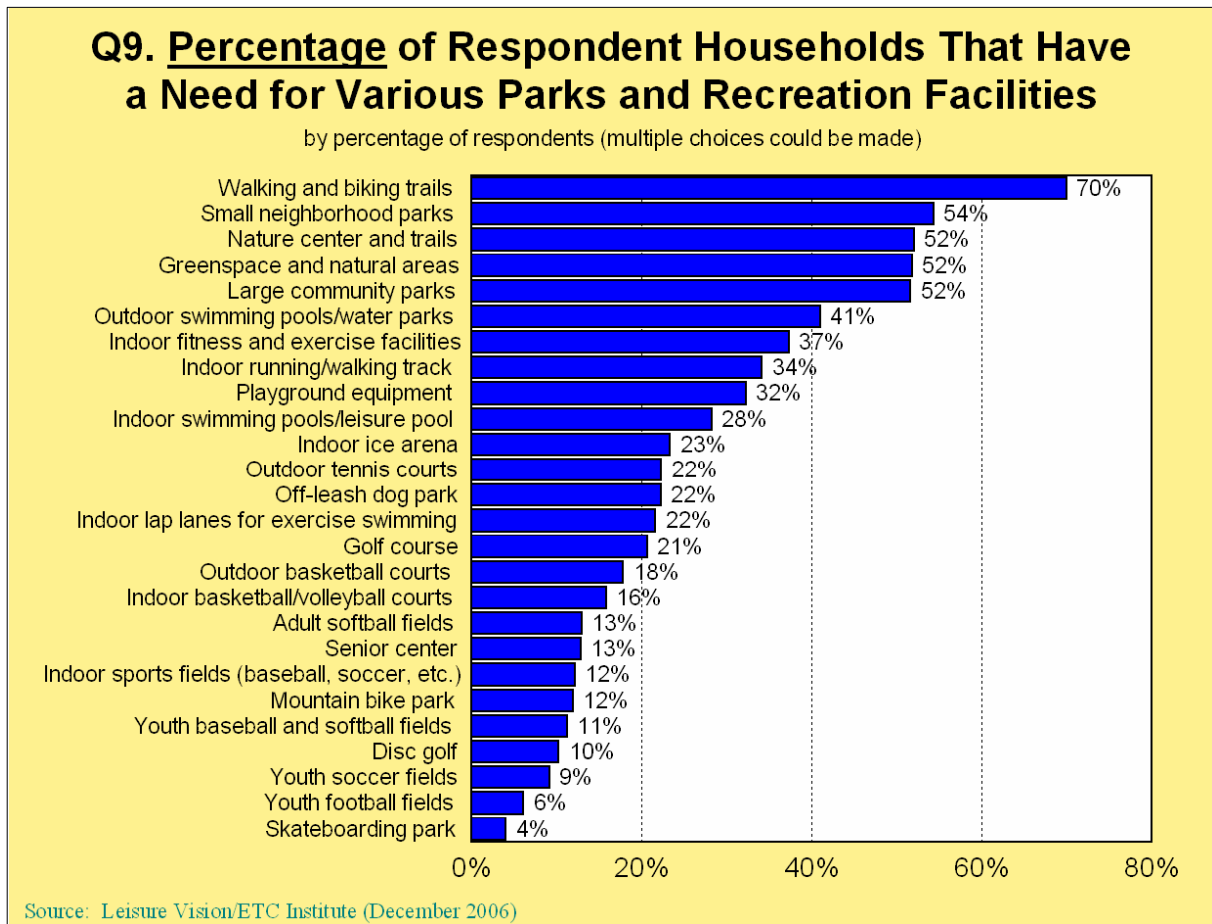
- **“I do not know what is being offered” (19%) is the reason preventing the highest percentage of respondent households from using parks, facilities, and programs of the Parks and Recreation Department more often.** The other most frequently mentioned reasons preventing respondents from using parks, facilities, and programs more often include: “too far from our residence” (18%), “I do not know locations of facilities” (14%) and “fees are too high” (13%). It should also be noted that 30% of respondents indicated “other”. Respondents listed a variety of reasons for selecting “other”, with the most frequently mentioned reasons being “too busy/not enough time”, “not interested”, and “old age”.



Need for Parks and Recreation Facilities

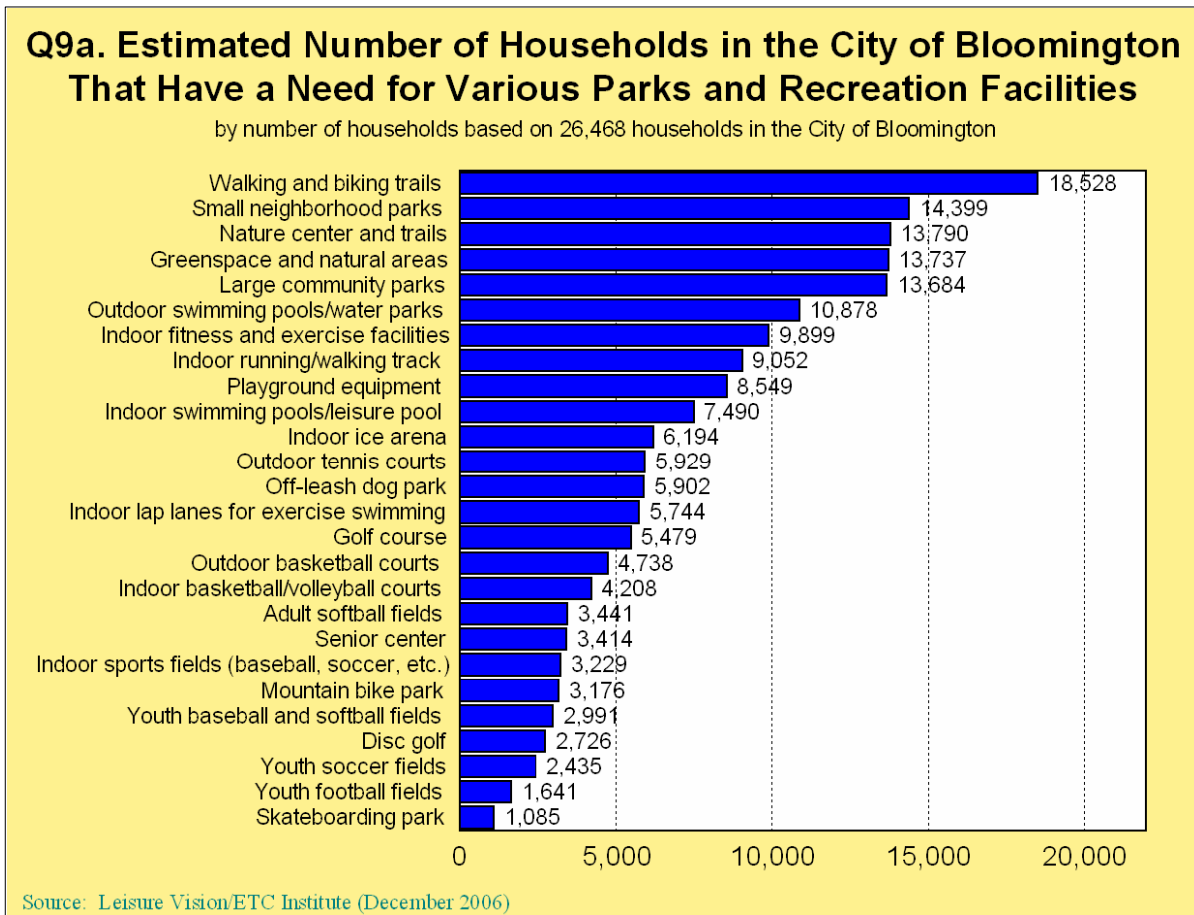
From a list of 26 various parks and recreation facilities, respondents were asked to indicate which ones they and members of their household have a need for. The following summarizes key findings:

- **There are five parks and recreation facilities that over 50% of respondent household have a need for: walking and biking trails (70%), small neighborhood parks (54%), nature center and trails (52%), greenspace and natural areas (52%), and large community parks (52%).**



Need For Parks and Recreation Facilities in Bloomington

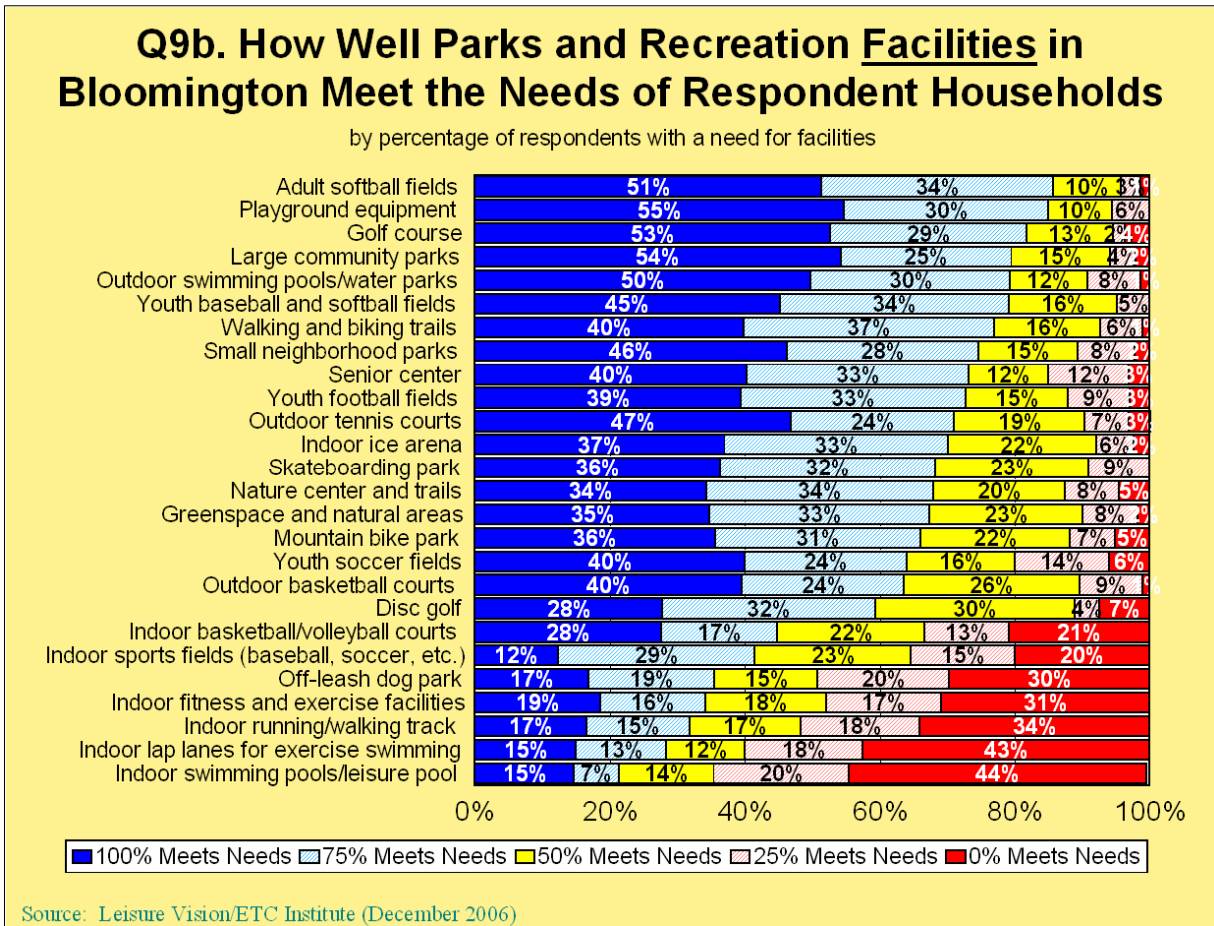
From the list of 26 parks and recreation facilities, respondents were asked to indicate which ones they and members of their household have a need for. The graph below shows the estimated number of households in the City of Bloomington that have a need for various parks and recreation facilities, based on 26,468 households in the City.



How Well Parks and Recreation Facilities Meet Needs

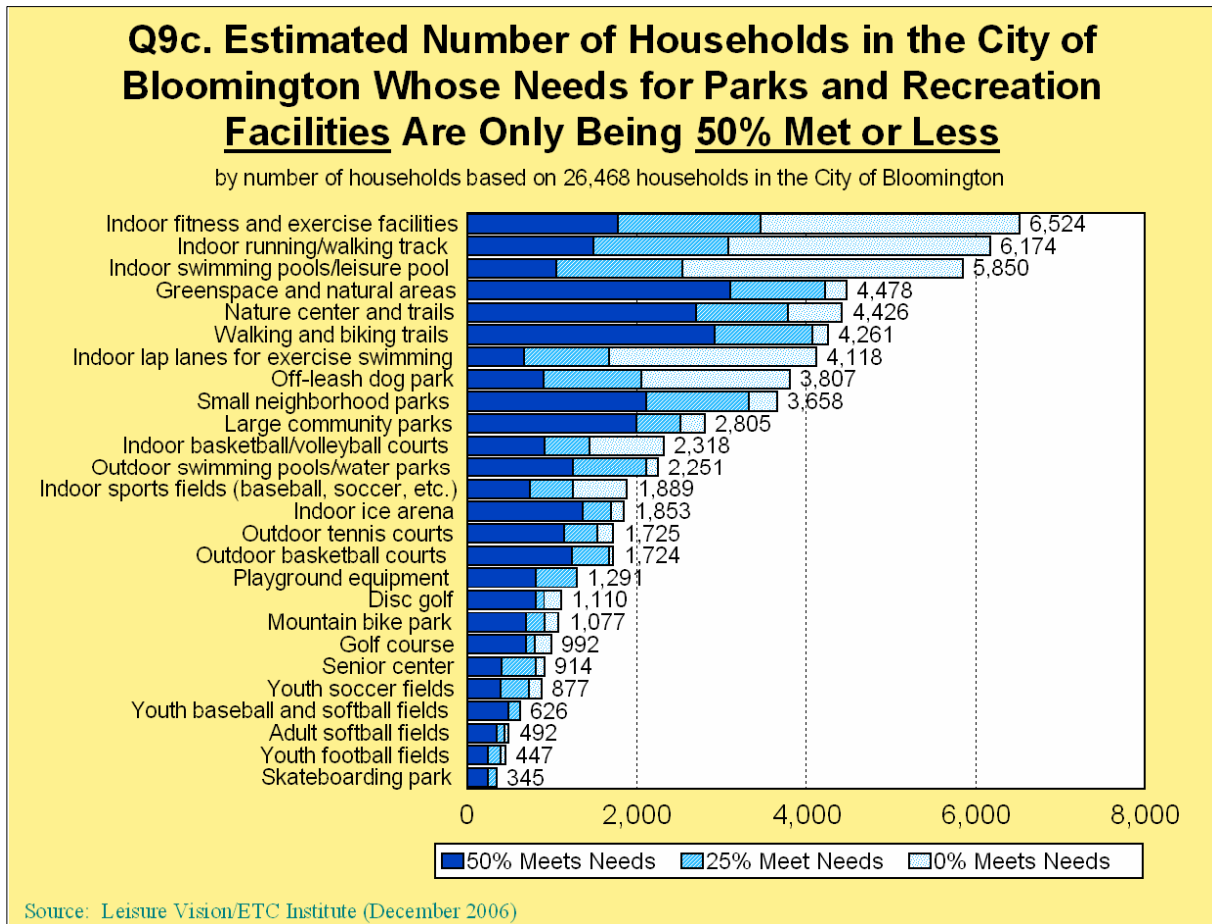
From the list of 26 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well those facilities meet their needs. The following summarizes key findings:

- For all 26 facilities, less than 60% of respondents indicated that the facility completely meets the needs of their household.



Bloomington Households with Their Facility Needs Being 50% Met or Less

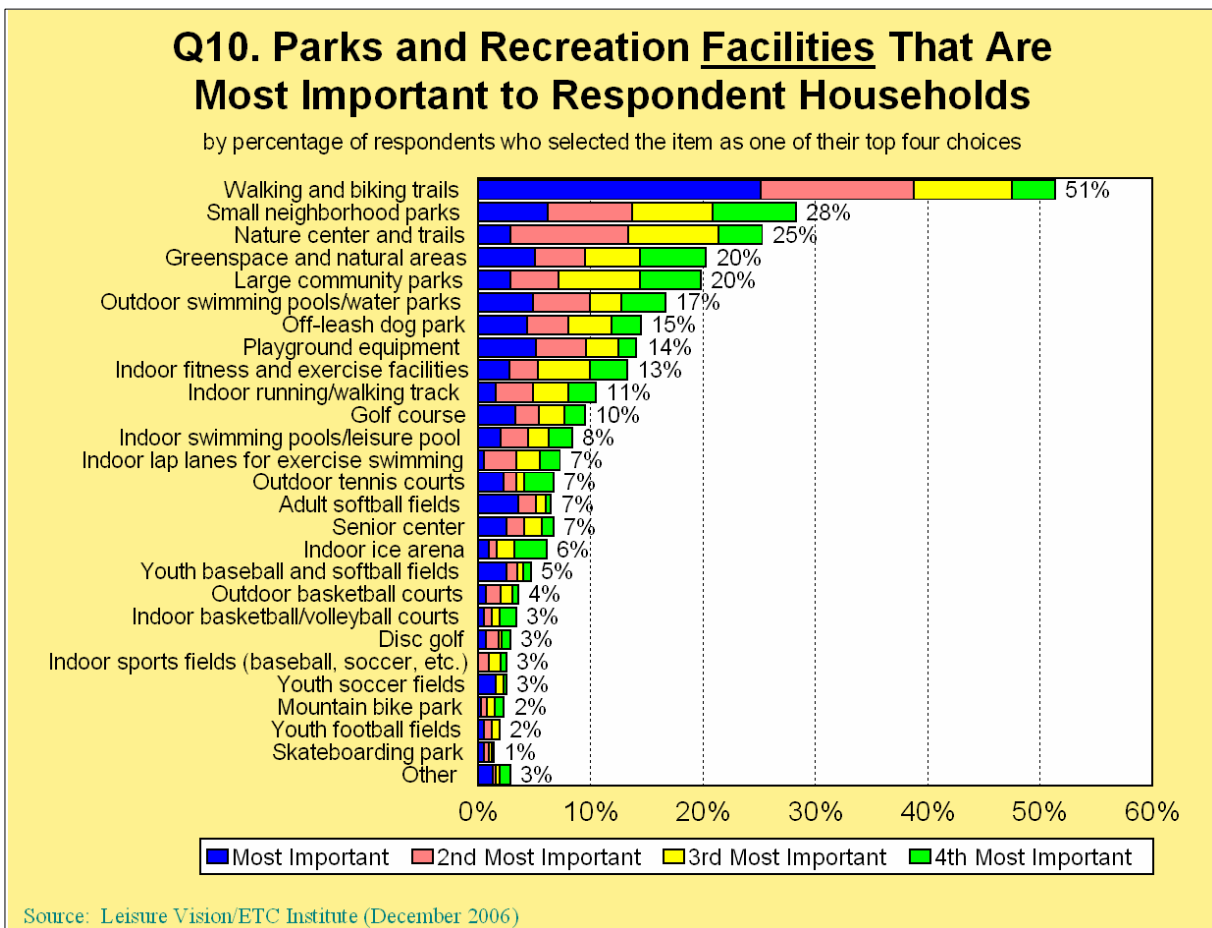
From the list of 26 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well those facilities meet their needs. The graph below shows the estimated number of households in the City of Bloomington whose needs for facilities are only being 50% met or less, based on 26,468 households in the City.



Most Important Parks and Recreation Facilities

From the list of 26 parks and recreation facilities, respondents were asked to select the four facilities that are most important to them and members of their household. The following summarizes key findings:

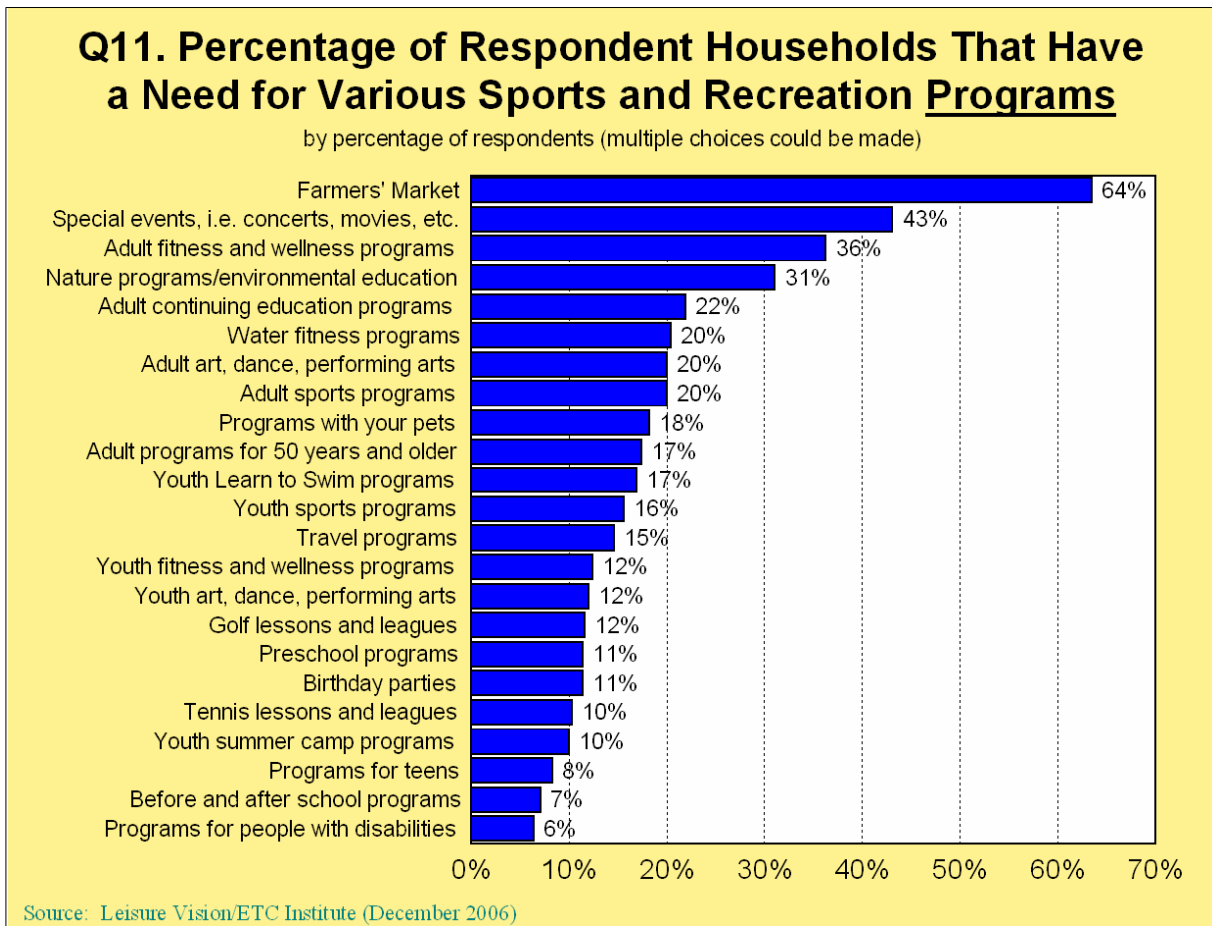
- **Based on the sum of their top 4 choices, the facilities that respondents rated as the most important are: walking and biking trails (51%), small neighborhood parks (28%), nature center and trails (25%), greenspace and natural areas (20%), and large community parks (20%).** It should also be noted that walking and biking trails had by a wide margin the highest percentage of respondents select it as their first choice as the most important facility.



Need for Sports and Recreation Programs

From a list of 23 sports and recreation programs, respondents were asked to indicate which ones they and members of their household have a need for. The following summarizes key findings:

- **There are four sports and recreation programs that over 30% of respondent household have a need for: Farmers' Market (64%), special events (43%), adult fitness and wellness programs (36%), and nature programs/environmental education (31%).**

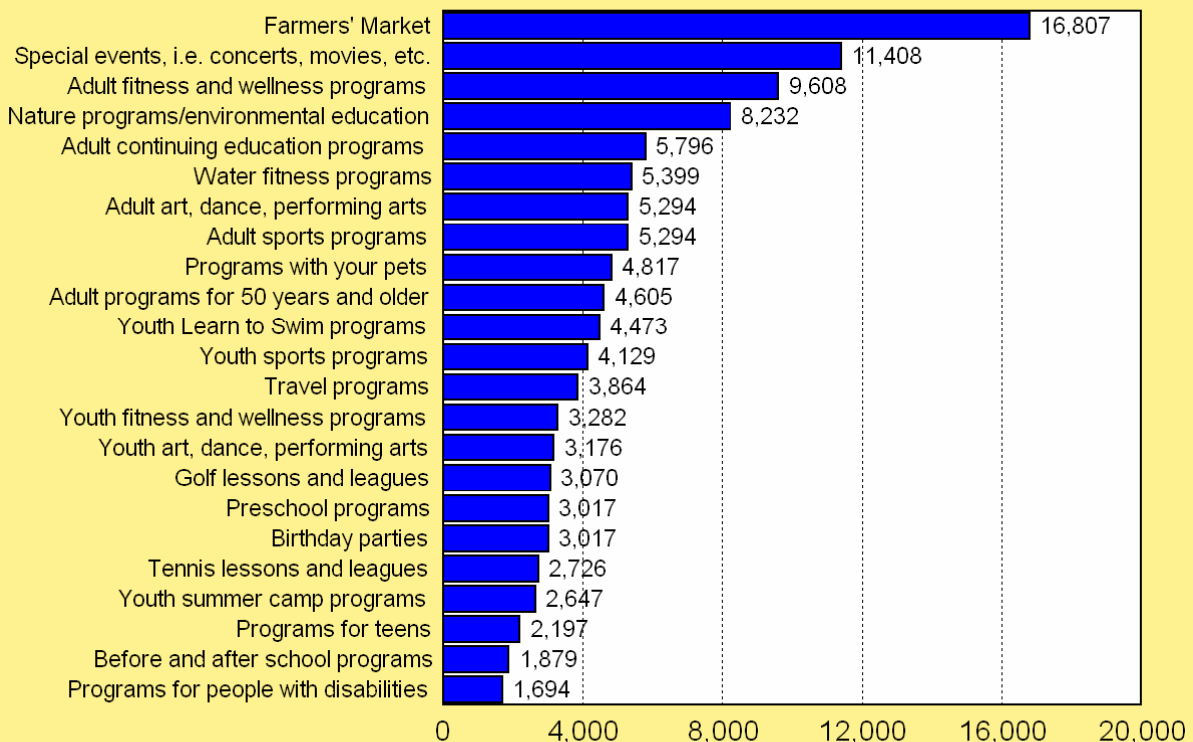


Need For Sports and Recreation Programs in Bloomington

From the list of 23 sports and recreation programs, respondents were asked to indicate which ones they and members of their household have a need for. The graph below shows the estimated number of households in the City of Bloomington that have a need for various recreation programs, based on 26,468 households in the City.

Q11a. Estimated Number of Households in the City of Bloomington That Have a Need for Various Sports and Recreation Programs

by number of households based on 26,468 households in the City of Bloomington

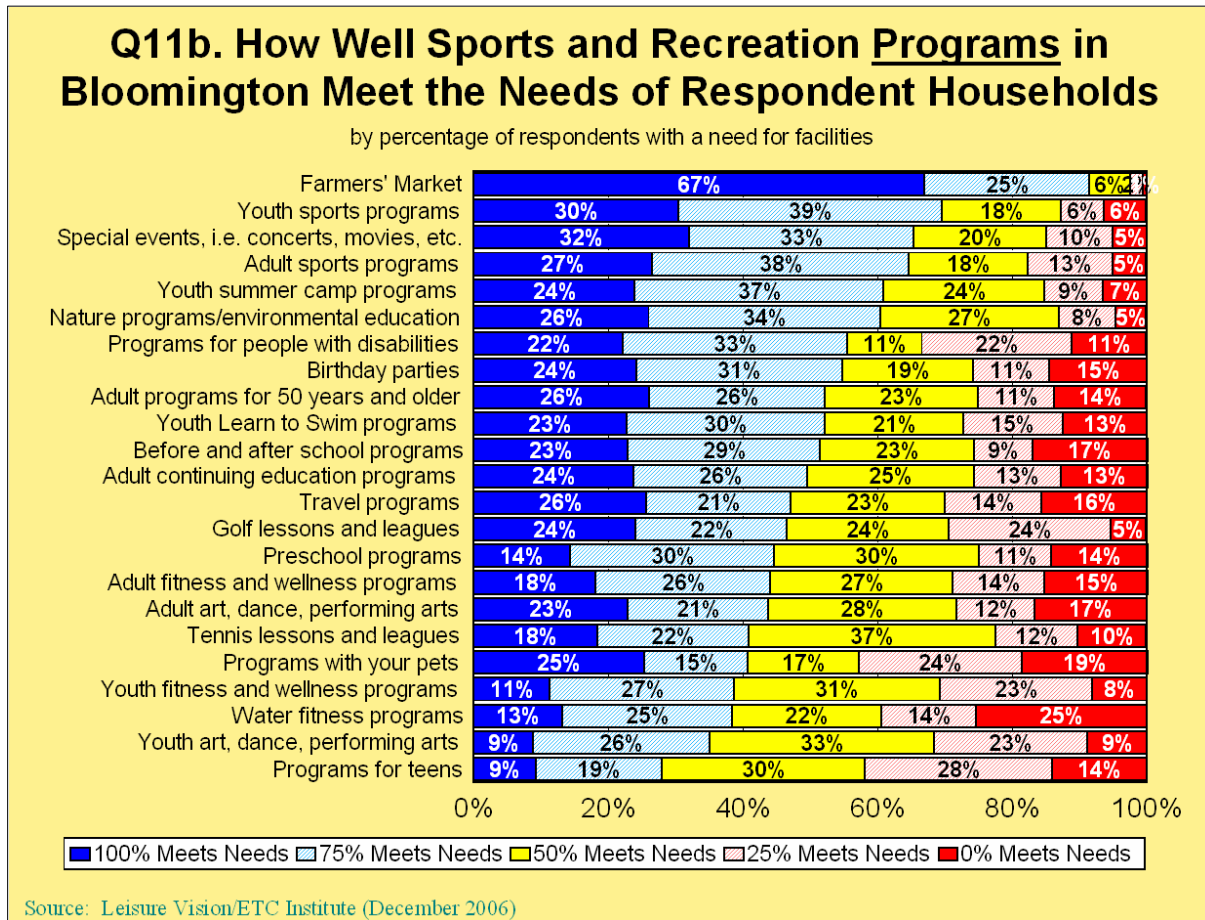


Source: Leisure Vision/ETC Institute (December 2006)

How Well Sports and Recreation Programs Meet Needs

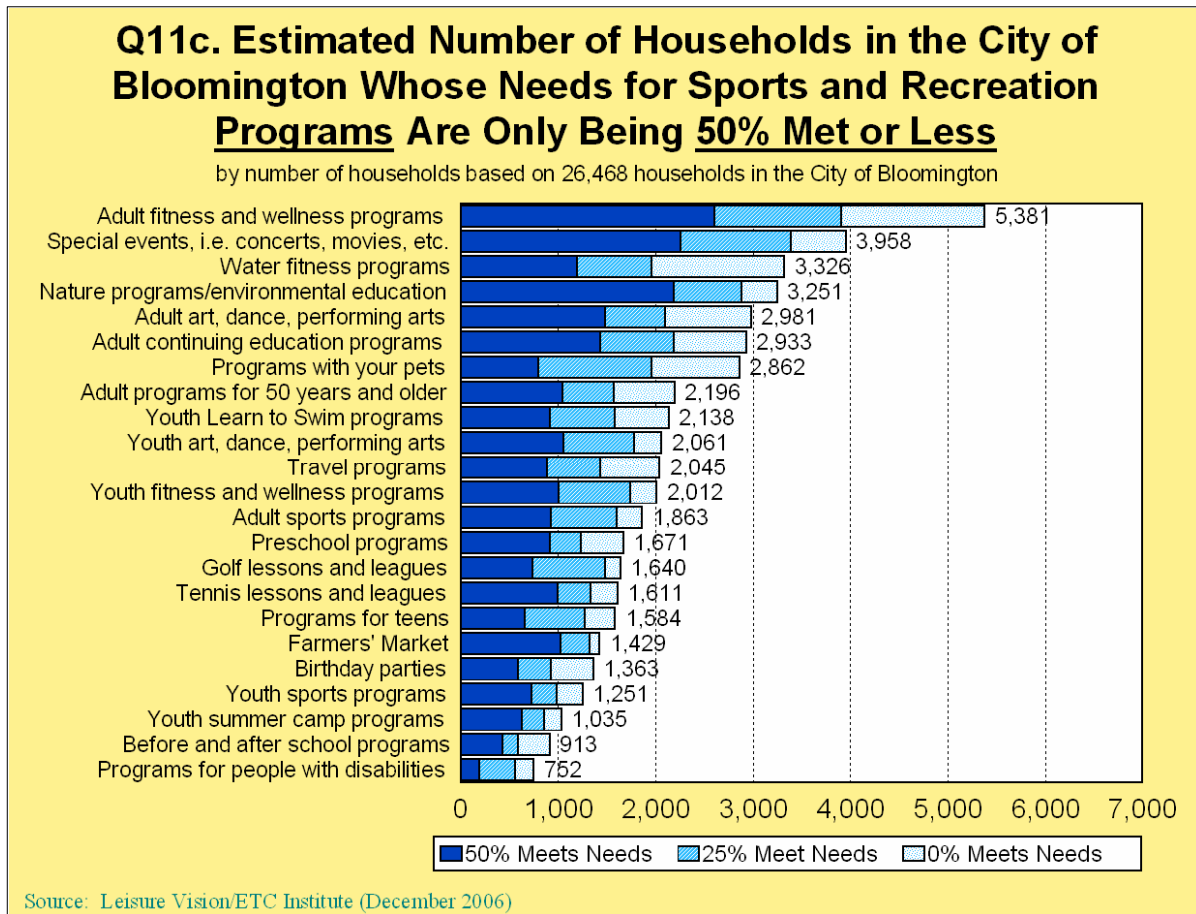
From the list of 23 sports and recreation program, respondent households that have a need for programs were asked to indicate how well those programs meet their needs. The following summarizes key findings:

- Twenty-two (22) of the 23 programs had less than 35% of respondents indicate the program completely meets the needs of their household.



Bloomington Households with Their Program Needs Being 50% Met or Less

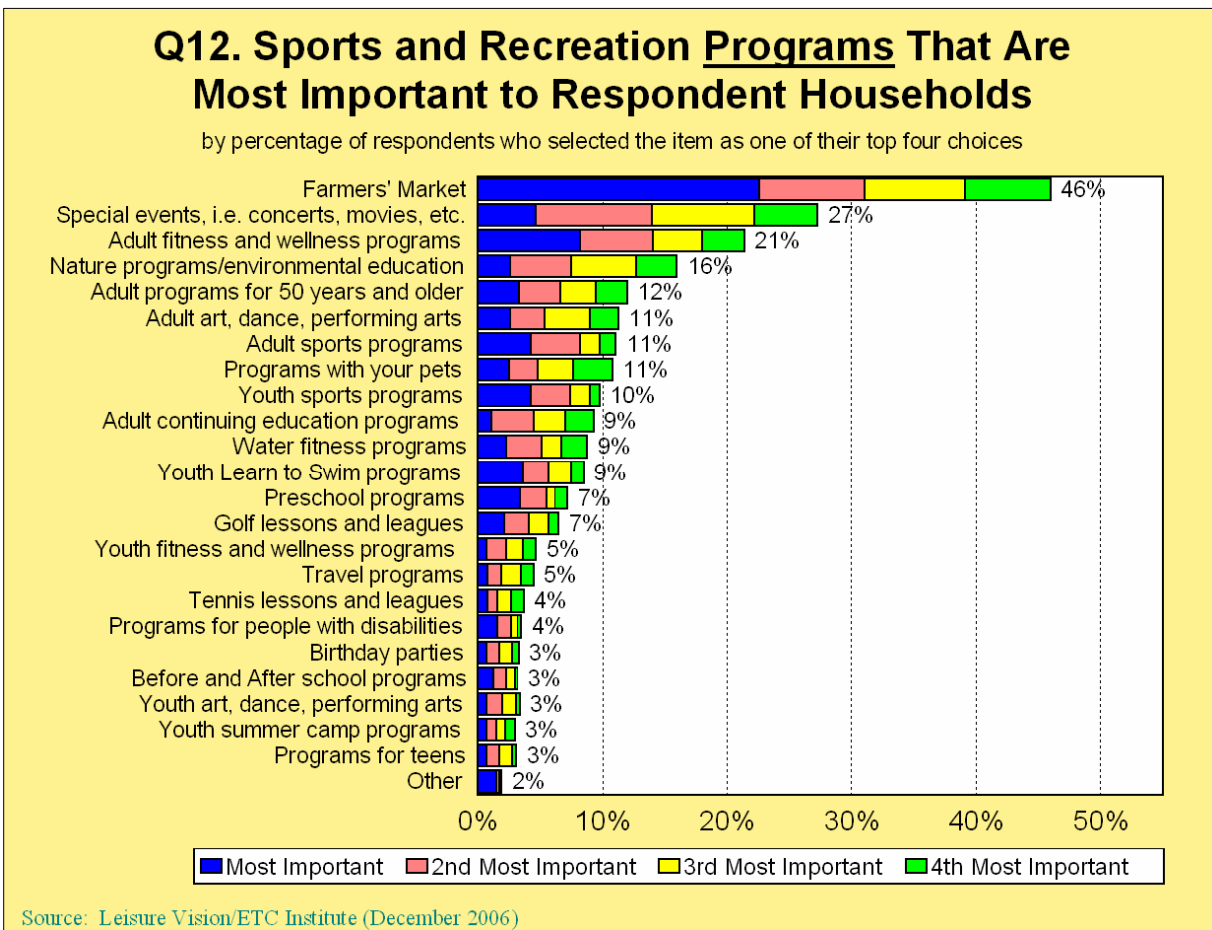
From the list of 23 sports and recreation program, respondent households that have a need for programs were asked to indicate how well those programs meet their needs. The graph below shows the estimated number of households in the City of Bloomington whose needs for programs are only being 50% met or less, based on 26,468 households in the City.



Most Important Sports and Recreation Programs

From the list of 23 sports and recreation program, respondents were asked to select the four that are most important to them and members of their household. The following summarizes key findings:

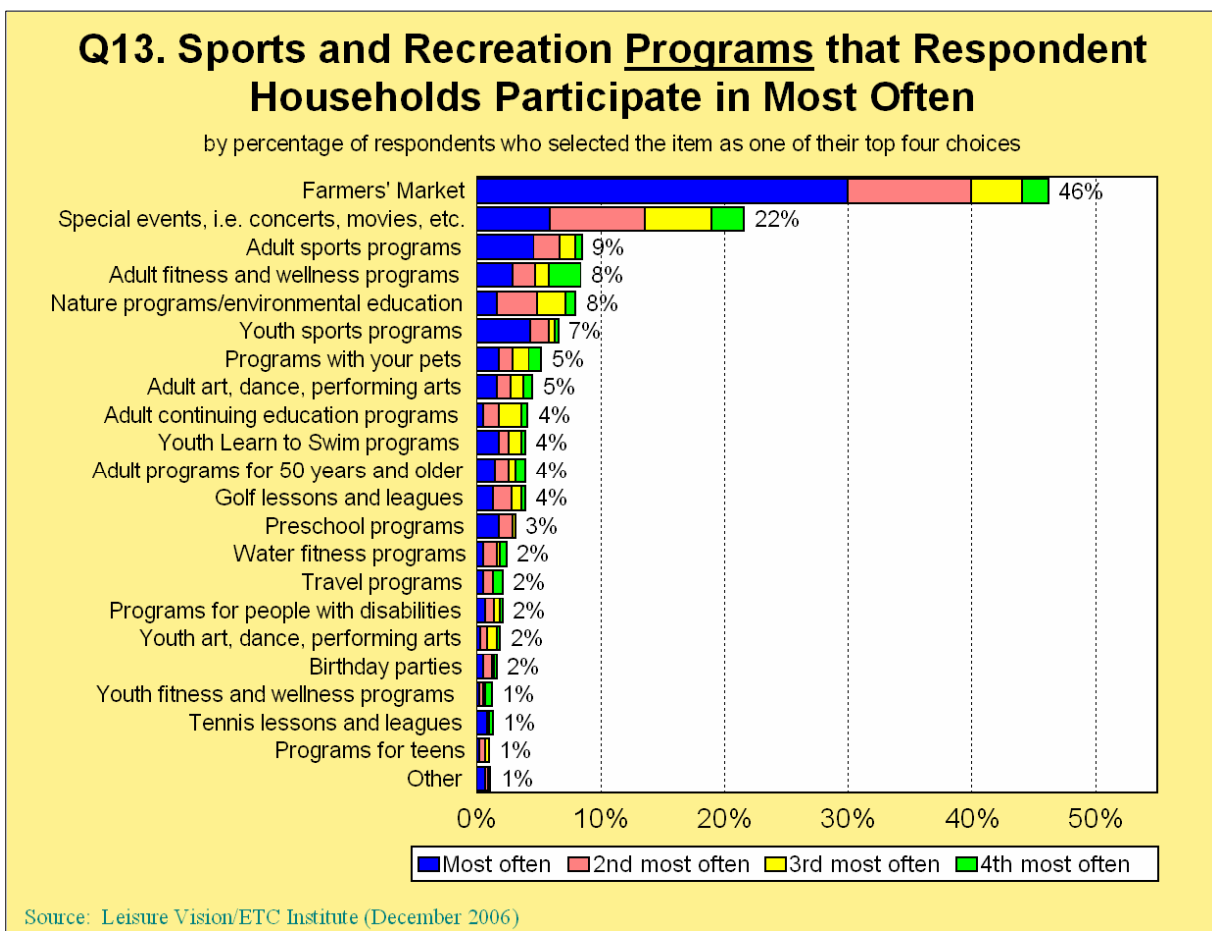
- **Based on the sum of their top 4 choices, the programs that respondents rated as the most important are: Farmers' Market (46%), special events (27%), and adult fitness and wellness programs (21%).** It should also be noted that Farmers' Market had by a wide margin the highest percentage of respondents select it as their first choice as the most important program.



Programs Respondents Currently Participate in Most Often

From the list of 23 sports and recreation program, respondents were asked to select the four that they and members of their household currently participate in most often at City of Bloomington Parks and Recreation Department facilities. The following summarizes key findings:

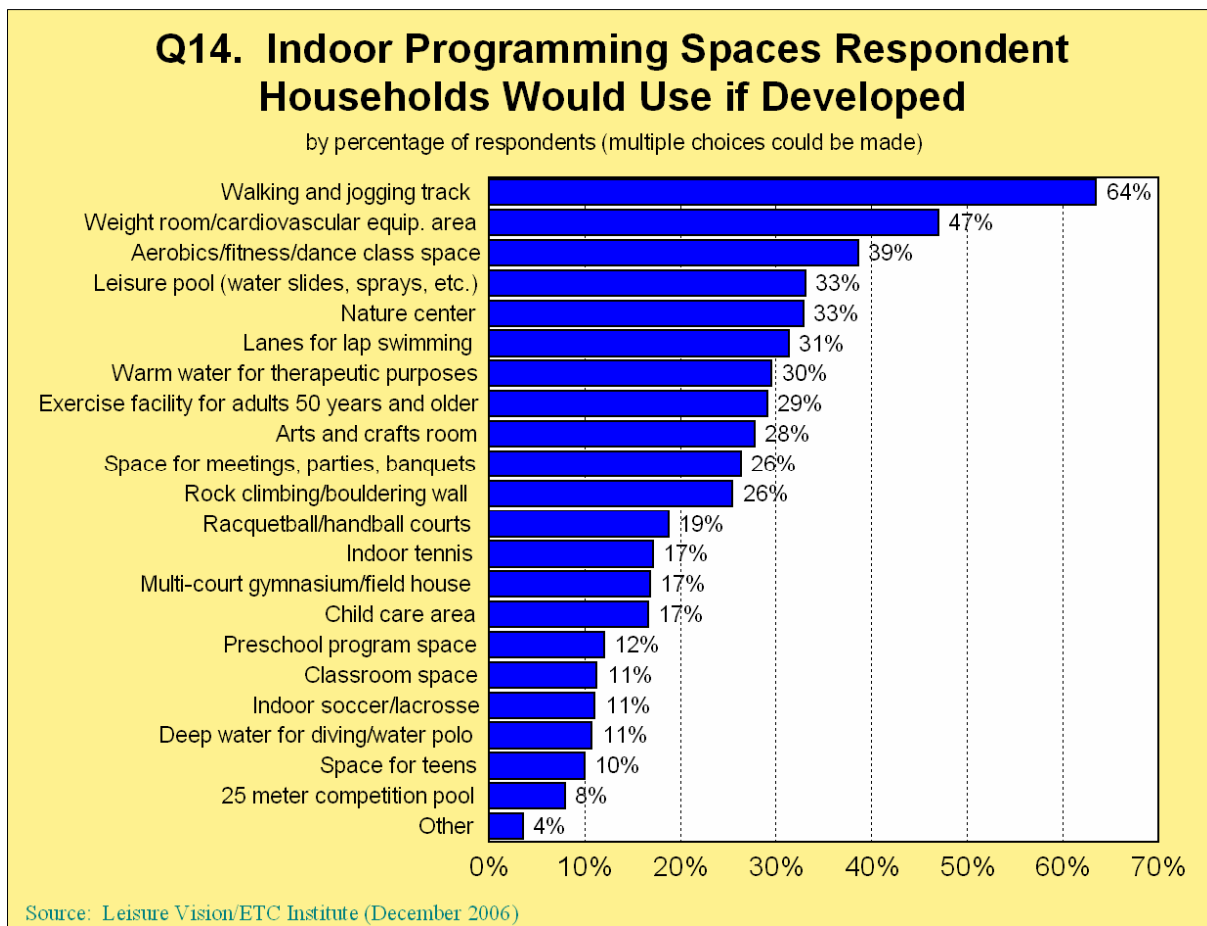
- **Based on the sum of their top 4 choices, the programs that respondent households currently participate in most often are: Farmers' Market (46%), special events (22%), and adult sports programs (9%).** It should also be noted that Farmers' Market had by a wide margin the highest percentage of respondents select it as their first choice as the program they currently participate in most often.



Potential Indoor Programming Spaces Respondents Would Use

From a list of 21 potential indoor programming spaces, respondents were asked to indicate all of the ones they and members of their household would use. The following summarizes key findings:

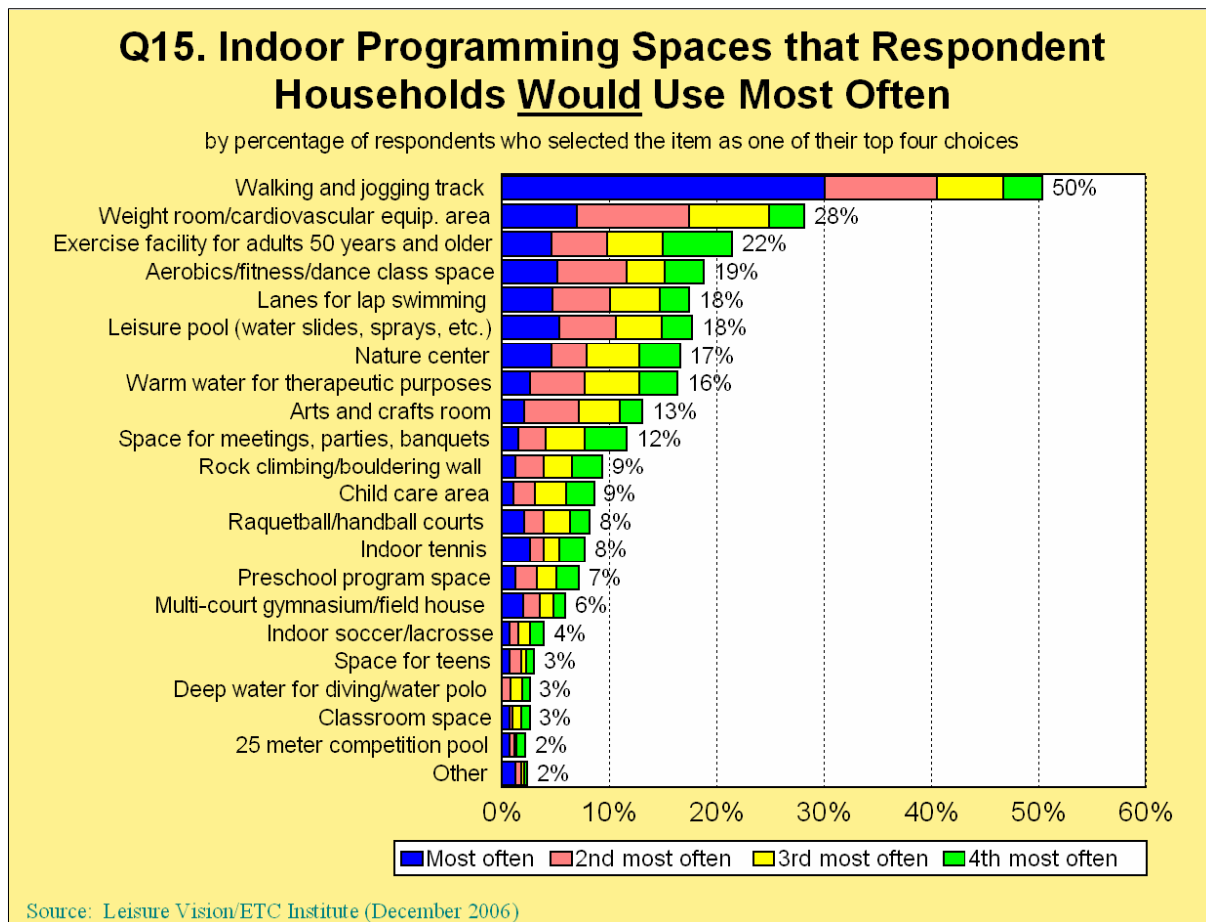
- **A walking and jogging track (64%) is the indoor programming space that the highest percentage of respondent households would use.** There are two other indoor programming spaces that over 35% of respondent households would use, including: weight room/cardiovascular equipment area (47%) and aerobics/fitness/dance class space (39%).



Potential Indoor Programming Spaces Respondents Would Use Most Often

From the list of 21 potential indoor programming spaces, respondents were asked to select the four that their household would use most often. The following summarizes key findings:

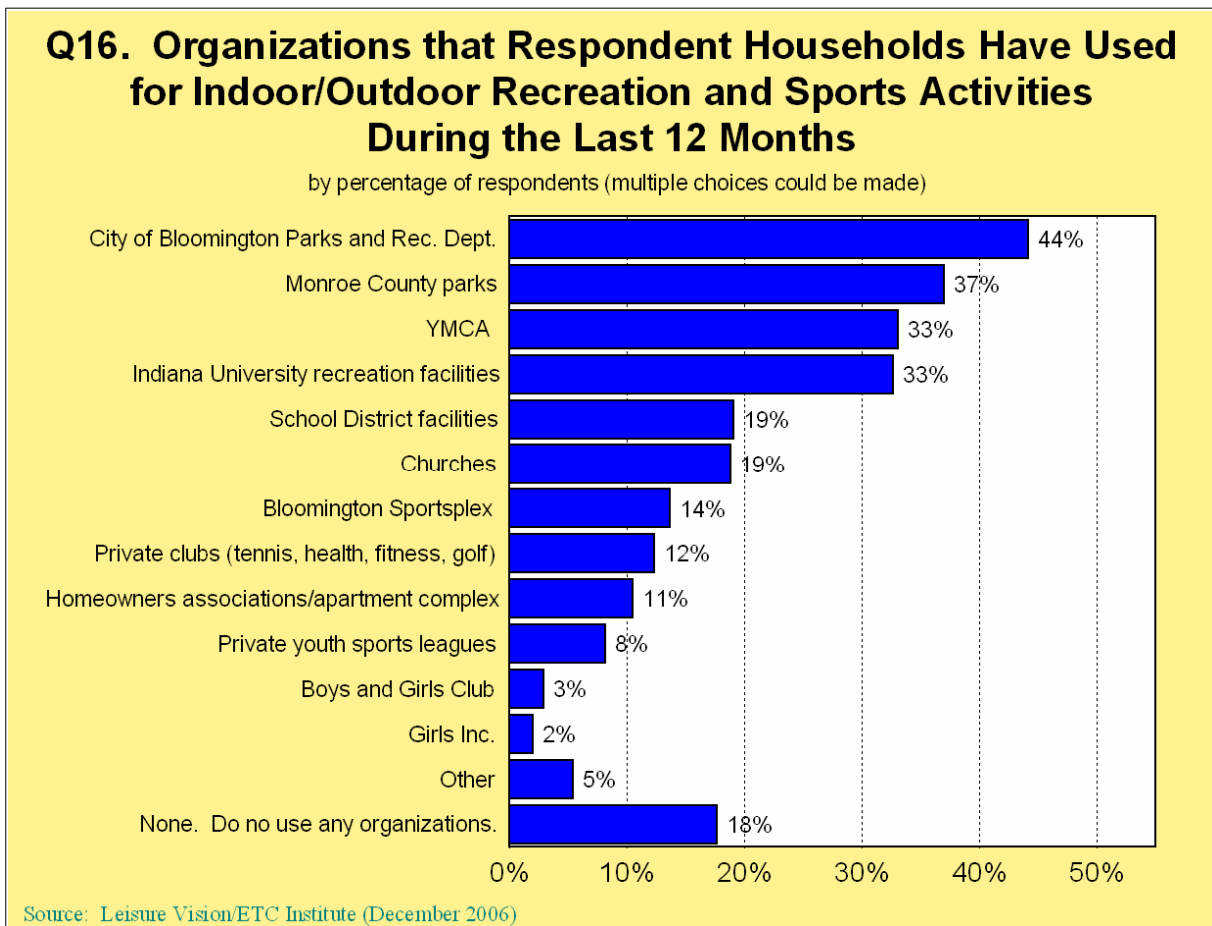
- **Based on the sum of top 4 choices, the indoor programming spaces that respondent households would use most often are: walking and jogging track (50%), weight room/cardiovascular equipment area (28%) and exercise facility for adults 50 years and older (22%).** It should also be noted that a walking and jogging track had by a wide margin the highest percentage of respondents select it as their first choice as the indoor programming space they would use most often.



Organizations Used for Indoor and Outdoor Recreation & Sports Activities

From a list of 12 options, respondents were asked to select all of the organizations their household has used for indoor and outdoor recreation and sports activities during the last 12 months. The following summarizes key findings:

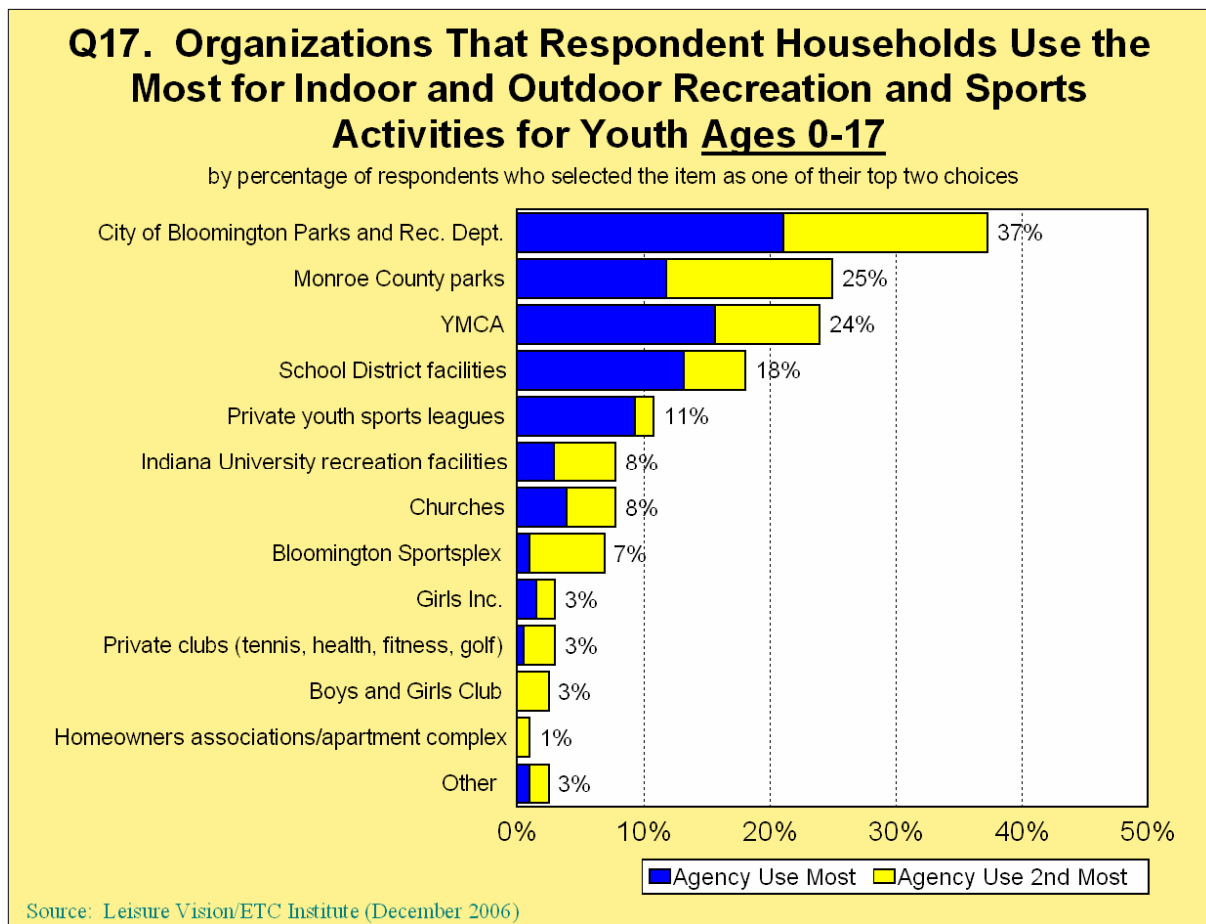
- **The organizations used by the highest percentage of respondent households are: City of Bloomington Parks and Recreation Department (44%), Monroe County parks (37%), YMCA (33%) and Indiana University recreation facilities (33%).**



Organizations Used Most for Indoor and Outdoor Recreation & Sports Activities for Youth Ages 0-17

From the list of 12 options, respondents were asked to select the two organizations their household use the most for recreation and sports activities for youth ages 0-17. The following summarizes key findings:

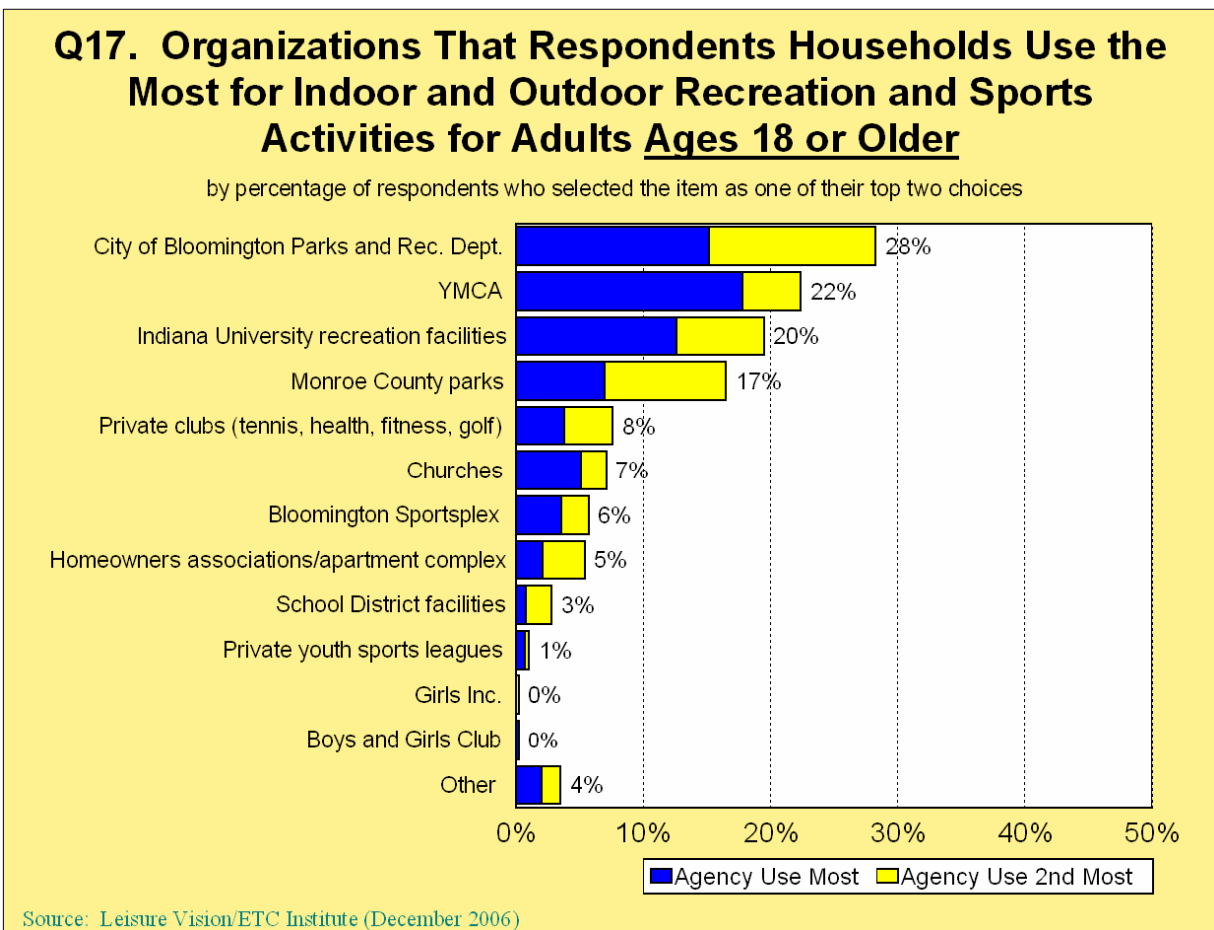
- **Based on the sum of their top 2 choices, the organizations that respondents use the most for youth ages 0-17 are: City of Bloomington Parks and Recreation Department (37%), Monroe County parks (25%) and YMCA (24%).**



Organizations Used Most for Indoor and Outdoor Recreation and Sports Activities for Adults Ages 18+

From the list of 12 options, respondents were asked to select the two organizations their household use the most for recreation and sports activities for adults ages 18 or older. The following summarizes key findings:

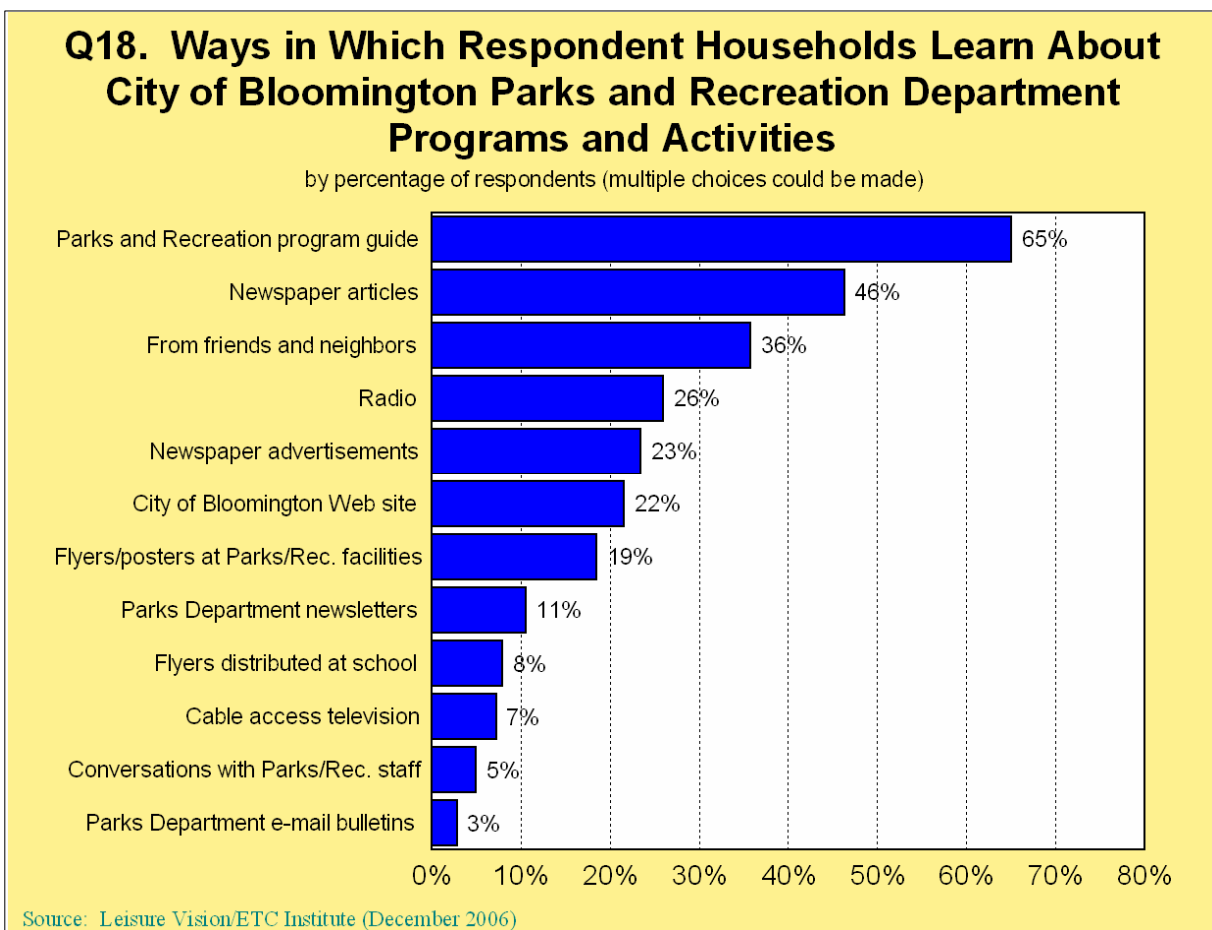
- **Based on the sum of their top 2 choices, the organizations that respondents use the most for adults ages 18 or older are: City of Bloomington Parks and Recreation Department (28%), YMCA (22%) and Indiana University recreation facilities (20%).**



Ways Respondents Learn About Programs and Activities

From a list of 12 options, respondents were asked to indicate all of the ways they learn about City of Bloomington Parks and Recreation Department programs and activities. The following summarizes key findings:

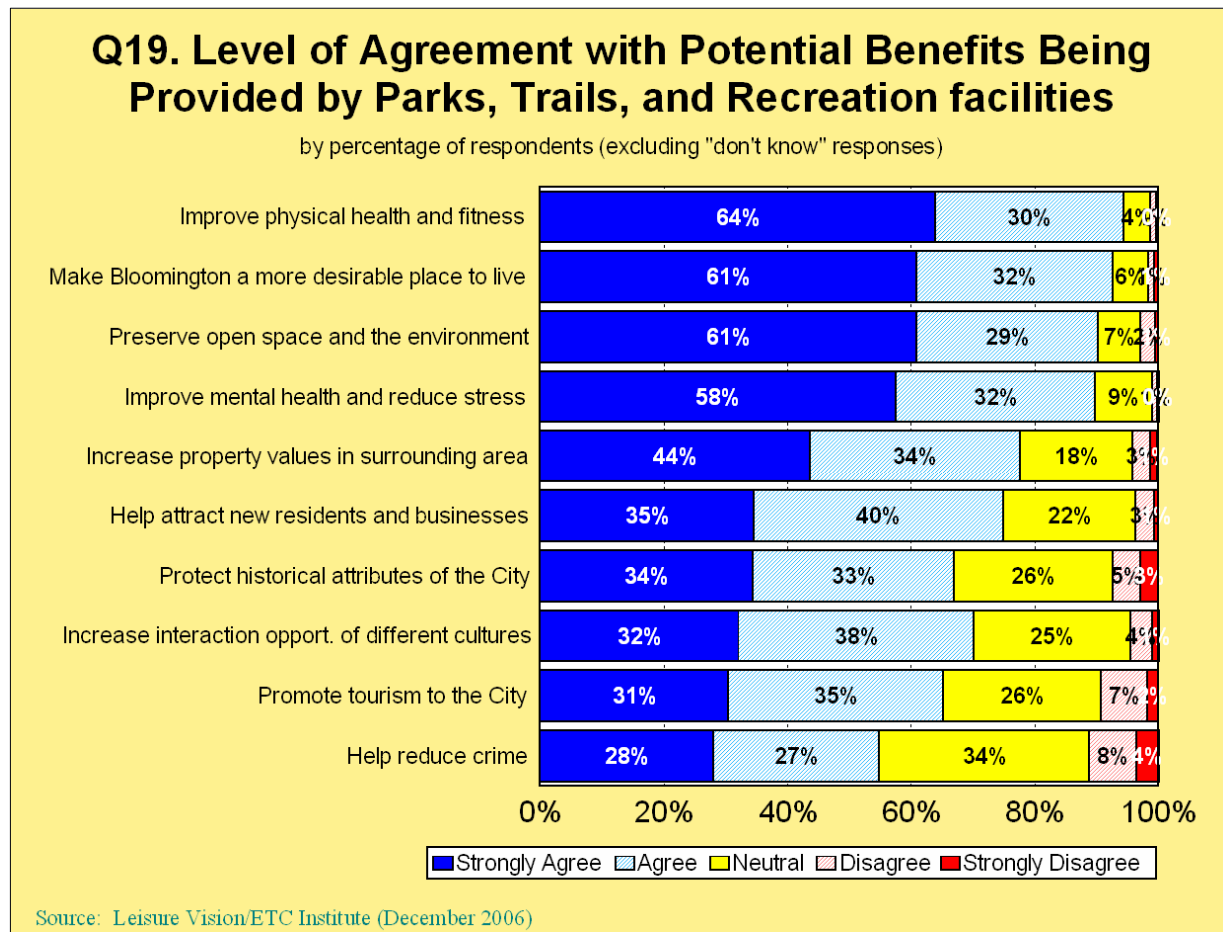
- **Parks and Recreation program guide (65%) is the most frequently mentioned way that respondents learn about City of Bloomington Parks and Recreation Department programs and activities.** The other most frequently mentioned ways that respondents learn about programs and activities include: newspaper articles (46%) and from friends and neighbors (36%).



Benefits Being Provided by Parks, Trails and Recreation Facilities

From a list of nine potential benefits received from parks, trails, and recreation facilities and services, respondents were asked to rate their level of agreement with the benefits being provided by each one. The following summarizes key findings:

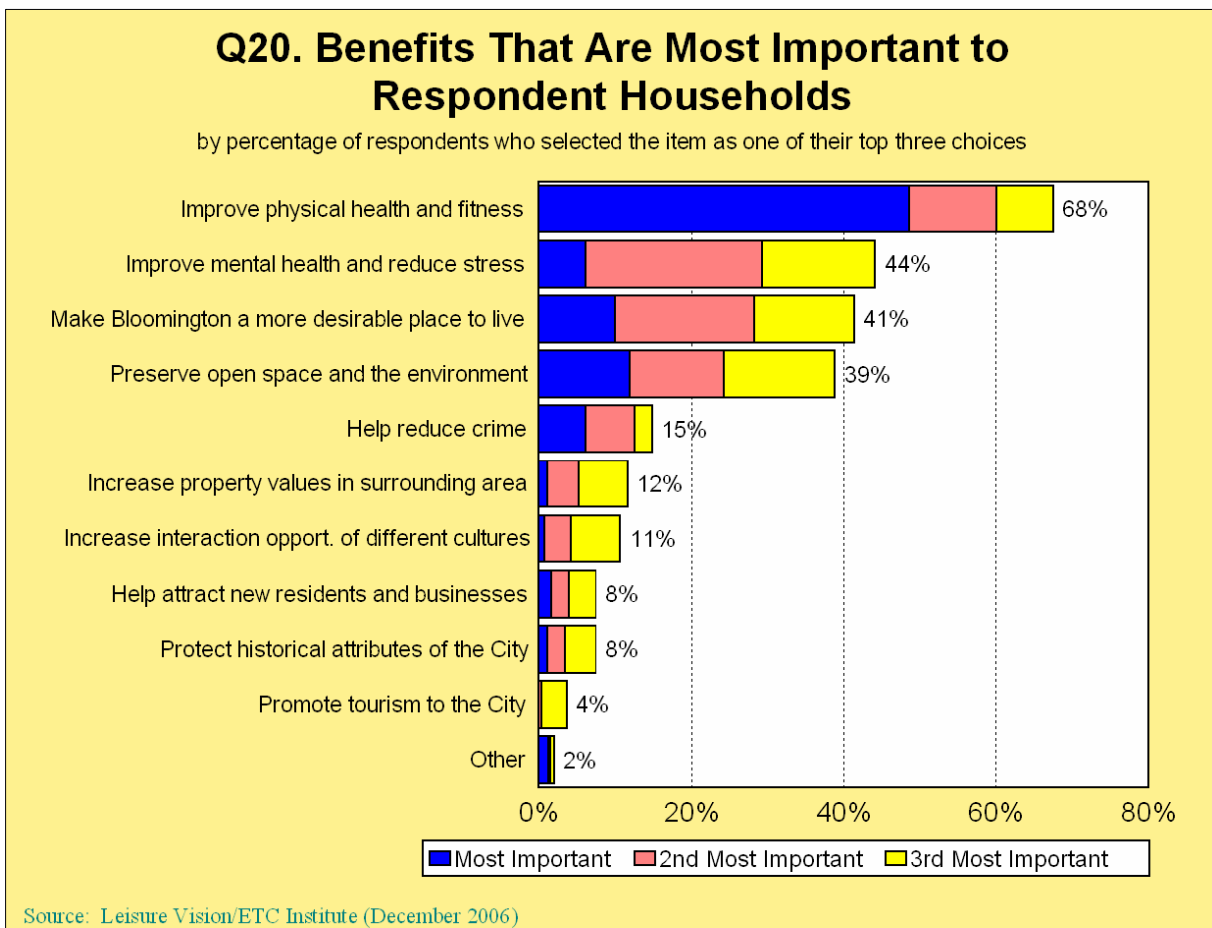
- **The benefits that the highest percentage of respondents strongly agree they receive from parks, trails, and recreation facilities and services are: improve physical health and fitness (64%), make Bloomington a more desirable place to live (61%) and preserve open space and the environment (61%).**



Most Important Benefits

From the list of nine potential benefits received from parks, trails, and recreation facilities and services, respondents were asked to select the three that are most important to them and members of their household. The following summarizes key findings:

- **Based on the sum of their top 3 choices, the benefits that are most important to respondent households are: improve physical health and fitness (68%), improve mental health and reduce stress (44%), make Bloomington a more desirable place to live (41%), and preserve open space and the environment (39%).**



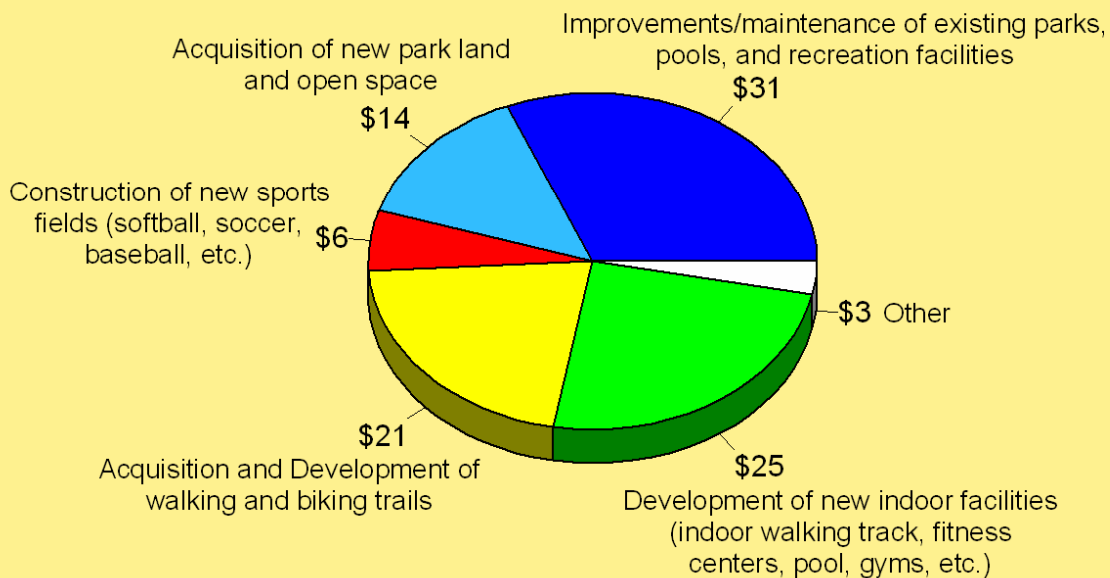
Allocation of \$100 for City Parks, Trails, Sports & Recreation Facilities

Respondents were asked how they would allocate \$100 among six categories of funding for City of Bloomington parks, trails, sports and recreation facilities. The following summarizes key findings:

- **Respondents indicated they would allocate \$31 out of every \$100 to the improvements/maintenance of existing parks, playgrounds, and recreation facilities.** The remaining \$69 were allocated as follows: development of new indoor facilities (\$25), acquisition and development of walking and biking trails (\$21), acquisition of new park land and open space (\$14), and construction of new sports fields (\$6). The remaining \$3 were allocated to “other”.

Q21. How Respondents Would Allocate \$100 in Funds for Various City of Bloomington Parks, Trails, Sports, and Recreation Facilities

by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2006)

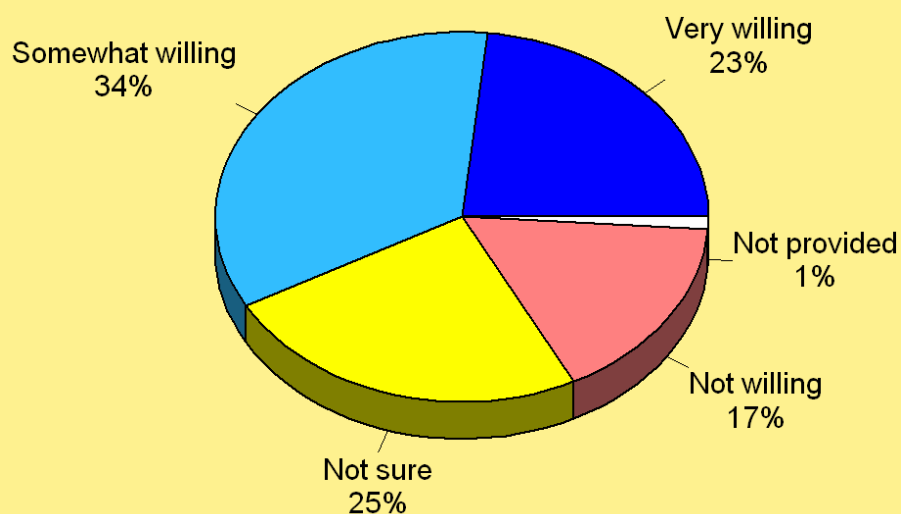
Willingness to Fund Parks, Trails, Recreation and Sports Facilities

Respondents were asked to indicate how willing they would be to pay some increase in taxes to fund the types of parks, trails, recreation and sports facilities that are most important to their household. The following summarizes key findings:

- **Fifty-seven percent (57%) of respondents are either very willing (23%) or somewhat willing (34%) to pay some increase in taxes to fund the types of parks, trails, recreation and sports facilities that are most important to their household.** In addition, 17% of respondents are not willing to pay an increase in taxes, 25% indicated “not sure”, and 1% did not provide a response.

Q22. How Willing Respondent Households Are to Increase Taxes to Fund Parks, Trails, Recreation, and Sports Facilities Most Important to Them

by percentage of respondents

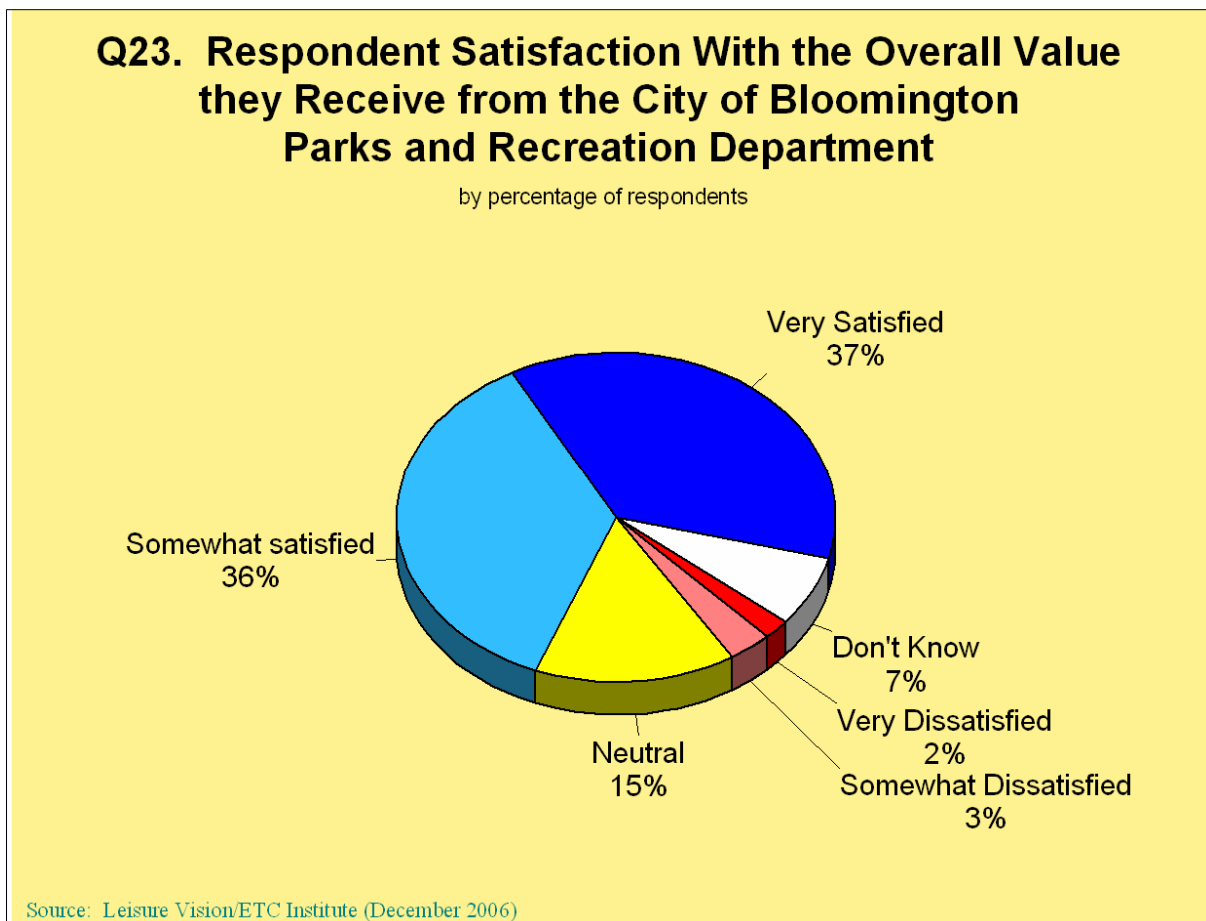


Source: Leisure Vision/ETC Institute (December 2006)

Level of Satisfaction Received from the Parks & Recreation Department

Respondents were asked to indicate their level of satisfaction with the overall value their household receives from parks and recreation services in Bloomington. The following summarizes key findings:

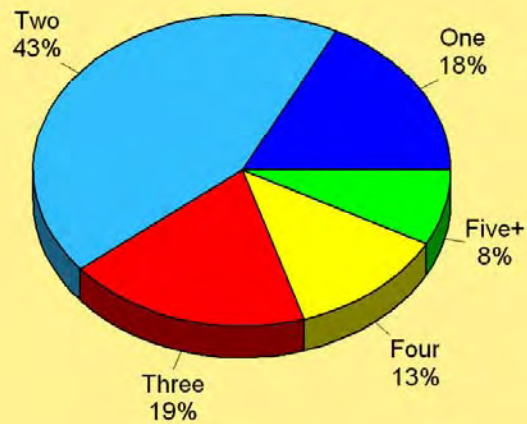
- **Seventy-three percent (73%) of respondents indicated being either very satisfied (37%) or somewhat satisfied (36%) with the overall value their household receives from the City of Bloomington Parks and Recreation Department.** In addition, only 5% of respondents indicated being either very dissatisfied (2%) or somewhat dissatisfied (3%) with the overall value received from the Parks and Recreation Department. An additional 15% of respondents indicated “neutral” and 7% indicated “don’t know”.



Demographics

Q1. Demographics: Number of People in Household

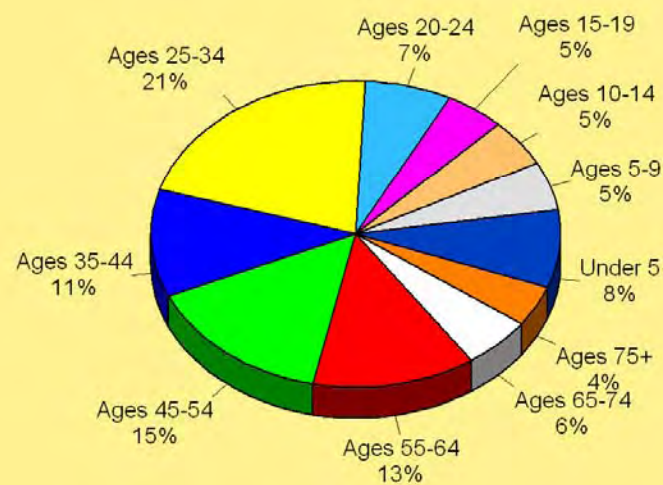
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2006)

Q24. Demographics: Amount of People in Age Group from Respondent Households

by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2006)

Demographics (Continued)

Q25. Demographics: Age of Respondents

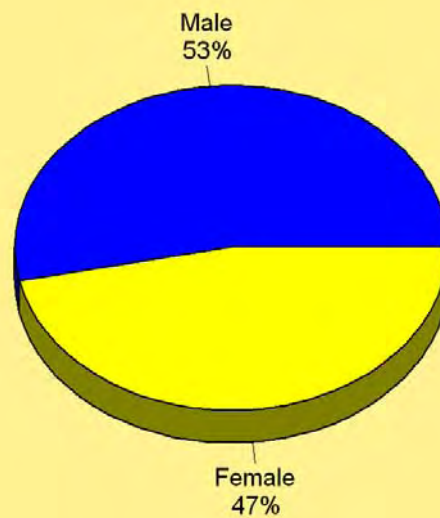
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2006)

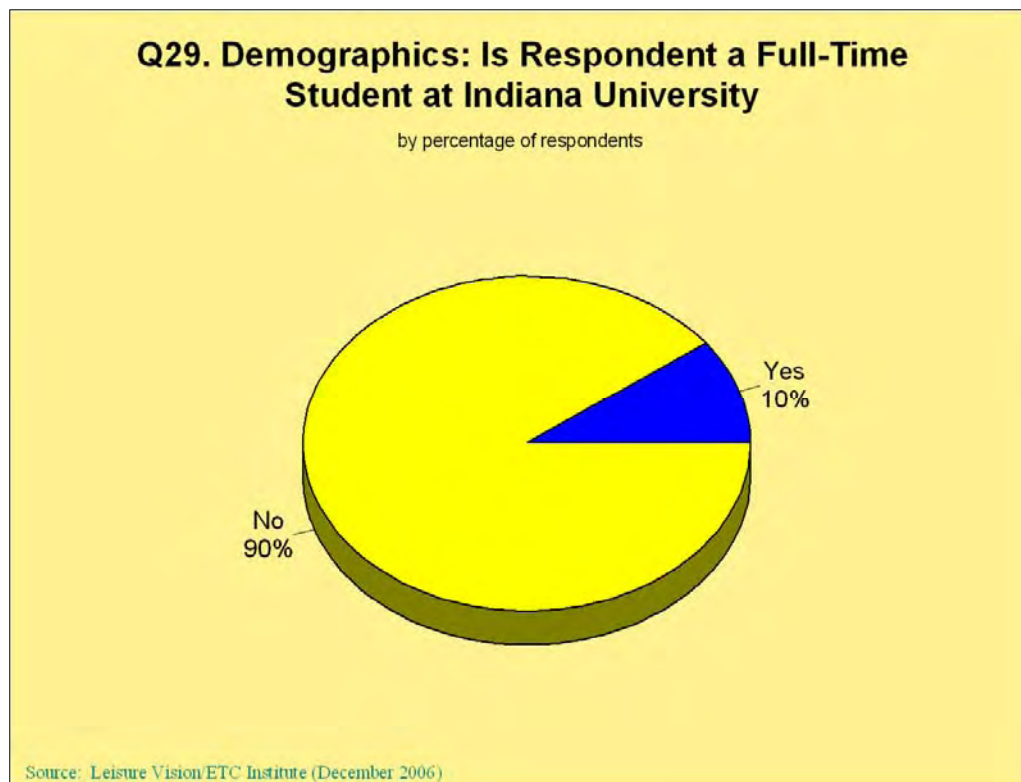
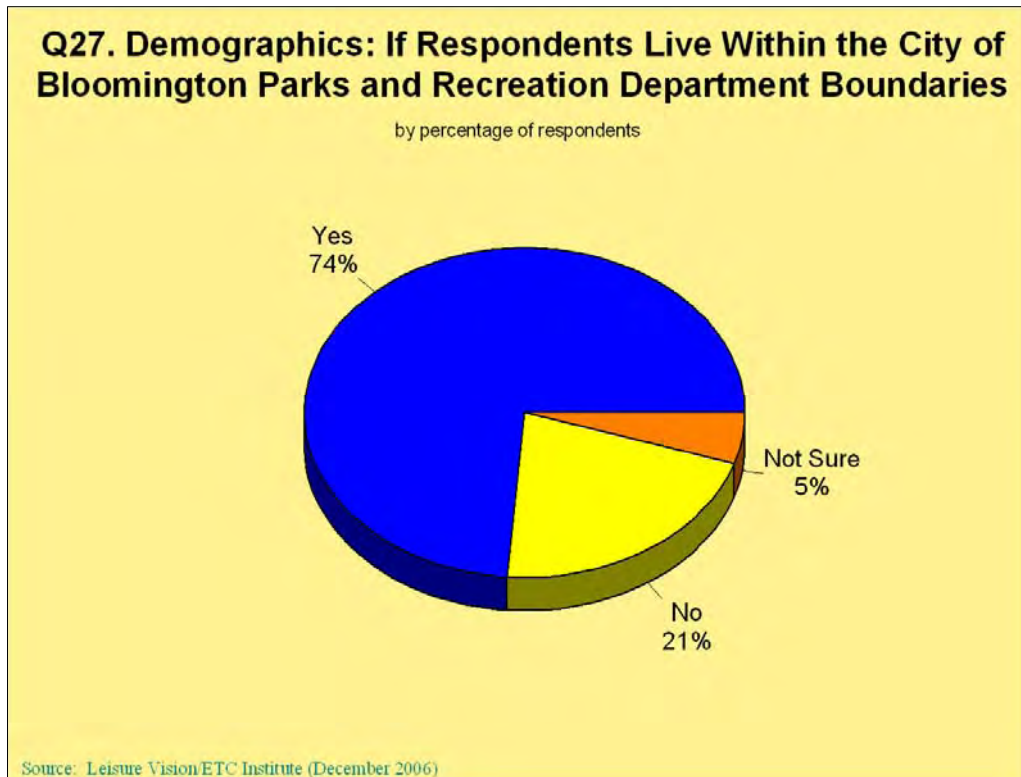
Q26. Demographics: Gender

by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2006)

Demographics (Continued)



Demographics (Continued)

